

# PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS

12 West 31st Street, New York City

VOL. XCI

NEW YORK, MAY 20, 1915

No. 8

## The State of "Forward, March!"



Chicago says: "I will"—and then does it

San Francisco is the geographical center of the United States; Washington is the legislative center; Chicago is the center of American opportunity. And when we say Chicago we speak of Illinois.

A Yankee is always a Yankee; a Southerner has Southland bred in the bone; the West in a Westerner outcrops above all else.

Illinois is the United States in essence. Search American art, letters, science, banking or commerce and at the top, or rubbing elbows with the leaders, you will find luminous examples of the prowess of the sons and daughters of Illinois.

When the cities of the East had arrived at maturity, Chicago was scarcely more than a frontier stockade. That Chicago should rise on the site she occupies was commercially inevitable. That Chi-

cago should become the fourth city in the world during the life of a middle-aged man (dating from the time when Mrs. O'Leary's cow kicked over the lamp in 1871) was destiny. That Chicago will become the foremost city of this country is more than probable. How soon and how certainly is only a question of how quickly and energetically her captains of industry put to full use the tools of modern enterprise that our times have created, of how slow or quick her competitors in nearby states are to grasp these same tools and appropriate an advantage that once gained will be difficult to wrest away.

Nature used a lavish hand in endowing Illinois. Her farm values per acre are the highest of any state. Her oil fields are second. Her coal fields third. Her manufactures are exceeded only by

(Continued on page 72)

# What six great concerns have said of New York Subway and Elevated advertising



"In figuring over our sales for the year 1911, in New York City we showed a larger ratio of increase than anywhere else in the country. This is an eloquent tribute to the value of your services. You received the first advertising appropriation ever spent by this company some twelve years ago, and that you are still placing all our street car advertising shows the confidence we have in your ability to take good care of an advertiser."

O'SULLIVAN RUBBER COMPANY



"If you will refer to your records you will discover that the smallest contract we ever gave you was the first one, and the largest was the last one. Our contract with you this year will practically double that of any previous year. You will agree with me that it is easy to write and say nice things, but it costs money to sign contracts."

THE COCA-COLA COMPANY



"The best proof we can give of our estimation of their value is that, after having discontinued this mode of publicity for some years, we have returned to it."

THE FRANCO-AMERICAN FOOD CO.



"'Reward to them to whom reward is due', which being translated means that the makers of Pompeian Massage Cream deeply appreciate the fine and conscientious service rendered by Ward & Gow."

THE POMPEIAN MFG. CO.



"What we think of your advertising proposition is certainly demonstrated by the size and length of our contract made with you last month for space aggregating over \$350,000.00. We have proven that it is possible for us to place our goods with every retail dealer in Greater New York, using nothing but Elevated and Subway lines of car advertising."

WM. WRIGLEY, JR. COMPANY



"The results of advertising our Guaranteed First Mortgage Certificates in the cars have been very noticeable. These certificates provide a method by which a person who wishes to save \$10 per month can buy with these instalment payments a \$200 certificate which is really an assignment to him of a share in a group of guaranteed first mortgages. The response to this advertisement always has been very noticeable in the increased sales. We have also been able to trace many sales of our larger certificates in amounts of \$500, \$1,000 and \$5,000 to the advertisements in regard to them that we have placed in your cars."

TITLE GUARANTEE AND TRUST COMPANY

## ARTEMAS WARD

Trading as Ward & Gow

50 Union Square

New York

# PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE, JUNE 29, 1893

VOL. XCI

NEW YORK, MAY 20, 1915

No. 8

## How Bellas Hess Won Style-prestige in Mail-order Field

Authorized Interview by Charles W. Hurd with

H. Bellas Hess

President, Bellas Hess & Company, New York

SCATTERED throughout the country, in most of the large cities, is a class of advertising men who call themselves mail-order specialists. They are skilled in putting together catalogues and booklets, in keeping mailing lists up and inquiry costs down; and they necessarily possess a more than common knowledge of values. Some of them are high-salaried employees of department stores, and a few are independent, very independent, experts who take on clients, one or more at a time, and build them up to the point where they can stand alone.

Harry Bellas Hess, the founder of Bellas Hess & Company, was one of the latter kind, but with this difference: he had an original idea. Nearly everybody trying to do a mail-order business had followed the lead of the big catalogue houses, and was selling his goods on a price-basis. The only exceptions were a few specialty houses which had mailing lists of their own, and sold on style and prestige. Mr. Hess asked himself why there were not more money and permanent business in featuring style, as well as price. He decided there was, and he made a St. Louis department store think so.

That was eighteen years ago and the beginning of an experience that ten years later crystallized into a business of Mr. Hess's own, now the second largest house in the world selling women's and children's apparel by mail, with a

mailing list of 2,500,000 names, an expenditure of nearly \$2,000,000 a year on catalogues and other advertising and a gross annual business commensurate with it.

### ACCOMMODATING STYLES TO TRADE

Anybody can cut prices, but it takes a master to pick styles. Mr. Hess undertook to qualify under that heading. His house is the measure of how far he has succeeded. But picking styles does not correctly describe the process. It is more than picking styles; it is accommodating them to his class of customers. But of this more later.

There was more than the idea of selling on style in Mr. Hess's conception. It took in the idea of class. Most mail-order houses were combing the rural and small-town field with their price-appeals. The cities were being neglected, as it was generally assumed that they were being taken care of by the department stores and that no mail-order house could compete with these stores when it came to cut and finish in garments.

Mr. Hess felt that the assumption was unwarranted. He felt certain that the mail-order house could undersell the store, and there was no reason why it could not supply as good or better styles in the medium-priced and cheaper garments. The women and girls of these cities, however, would naturally have a better sense of styles than the small-town and

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## Alexander Dana Noyes

the well-known writer on  
financial subjects and  
financial editor of the  
*NEW YORK EVENING POST*,  
will contribute every  
month a financial article  
to

## Scribner's Magazine

Mr. Noyes's contribution will be  
printed as an introduction to a section  
devoted to financial advertisements.

It is hoped that this val-  
uable feature will make  
*SCRIBNER'S MAGAZINE* an  
important factor to the  
financial interests of the  
country.

The thousands of investors who read  
*SCRIBNER'S Magazine* will welcome  
this announcement.

Charles Scribner's Sons

May Twentieth  
Nineteen Fifteen

ever, before I decided to risk my own money," said Mr. Hess. "When I finally took the step, and opened up the first day of January, 1907, I had a partner.

"We began in a small room over on Broadway, not twice the size of this office. I personally saw all of the salesmen, bought all of the stock, wrote every line of the catalogue, revised all the proofs, arranged for all of the pictures, hired all of my help, wrote all the advertising—in short, did everything myself in the beginning and continued it for five years."

#### WORKED NINETEEN HOURS A DAY

For the first year or two I worked from seven o'clock in the morning to one or two the next morning. Much of that probably was unnecessary. Perhaps I didn't have the ability to organize as much as I ought to have had. At all events, it came easier to me to do the actual work myself than to delegate it to others."

Bellas Hess was, in fact, known throughout the trade as a one-man house. No one else but the head had any authority, no one else worked so hard or could work so hard. And whatever might have been the result of other methods, the result of these methods was phenomenal. They produced a business that has run well up into the millions, all within eight years.

"Now within the last three years I have the business organized so that it almost runs itself," said Mr. Hess. "I have all of the departments organized. My fifteen buyers are in the market all the time. The advertising department takes care of all the details, although I still read every line that goes into the catalogue, just the same, and every line that goes into the papers, and check up all the details."

#### SYSTEMS STARTED OUT RIGHT

"The line was just about as complete in the beginning as it is now. I think the only thing we have added since has been the shoe department. We took in everything that could be sold to women and children. The only difference between the first cata-

logues and the last one is that we have now a great many more styles, more numbers, and more stock. And the system is practically the same, except that we have more people working at it. At first we had only one room. Then we had a loft. After that we moved to where we could get three lofts. Two or three years ago I built this eight-story building, which always carries a stock of a million dollars or more, and contains a branch of the United States Post Office to handle our heavy parcel-post deliveries and the incoming mail."

Now, the success of the whole line hanging on the claim of style, it was necessary to go to extremes to establish the claim. It was not an easy matter to do so. The young concern was also small. It could not pretend to give any better fabric value than the older houses of its class. And these houses had by no means neglected style. It was possible for Mr. Hess, on his claim of style, to charge a trifle more for each garment. This permitted him to be a trifle more exacting with the manufacturers. It was these exactions that produced the results for the company.

#### MADE A STUDY OF MODES

"It was my business to acquaint myself with the origin and movement of styles in all of our lines," said Mr. Hess, "to study even the highest-priced garments for ideas and suggestions and to consider how they might be accommodated to our customers in this country."

"I would first learn of these styles through fashion publications and through letters and reports from Paris. Afterwards the representatives of the different manufacturers would call on me with sample garments. Sometimes the garments would be just right and I would order from the sample; but sometimes, and perhaps generally, there would be something lacking in smartness, distinction or originality, and I would suggest various changes, such as in the placing of the pockets, or in the decoration, the drape of the skirt, or something of that sort,

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# INCOMES \$46,000,000

Judge TOWN & COUNTRY as a social register among advertisers. For example:

Tiffany & Co.  
Black, Starr & Frost  
Packard Motor Car Co.  
James McCreery & Co.  
Crichton Bros.  
Crouch & Fitzgerald  
Bailey, Banks & Biddle  
Isotta-Fraschini Motor Co.  
Steinway & Sons  
Kranich & Bach  
Rauch & Lang  
Wm. Baumgarten & Co.  
Knox Hat Co.

B. Altman & Co.  
Lord & Taylor  
Stern Bros.  
The Gorham Co.  
Nordyke & Marmon  
Renault Freres  
Spaulding & Co.  
W. & J. Sloane  
Costikyan Co.  
White Co.  
Jas. McCutcheon & Co.  
Ohio Electric Co.  
J. & J. Slater

Pierce-Arrow  
Vernay  
Locomobile Co.  
Stevens-Duryea  
McGibbon & Co.  
Dunlap & Co.  
Lancia Co.  
Brooks Bros.  
Benz Auto Co.  
Charles  
Hofstatter & Co.  
Maillard  
Deans

If you are selling a product comparable to that of any of these houses, don't figure the population of this country as 100,000,000. Consider only those 50,000 whose incomes are \$25,000, or more, and then remember that TOWN & COUNTRY offers you the unique opportunity of reaching directly more than a third of all the Americans of social and financial position.

Eighty-five families were mentioned by the New York "Times" of October 24th as being credited with incomes exceeding \$1,000,000. Forty-six of these families, or 55%, are subscribers to TOWN & COUNTRY.

# TOWN & COUNTRY

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which would give the garment an up-to-date appearance.

"Then, there is a way of putting the style of high-priced garments into medium-priced garments by keeping to the lines of the new mode and yet economizing here and there, using two strips of braid when the original had three, four buttons on a sleeve instead of five, and so on. That keeps value as well as the style in the dress.

"It would be impossible for me to lay down any rules as to how all this was done. I could not describe it myself. It is simply a sense of style, a perception of the changes on their way, and a knowledge of what our class of consumers would want. You know the Paris styles are both too expensive and too extreme for our people. They have to be modified and still show the influence of the moment.

#### DESIGNERS CO-OPERATING

"There is no way of securing this effect except by keeping in close touch with all the sources of style and ceaselessly working over the material. The manufacturers' designers are doing the same thing and we are rarely far apart in our ideas.

"We do not always hit it off with the style we think is the best. Sometimes the demand is for something we thought very little of at the time. But since we have a great many numbers and aim to have something for every taste, our average is high.

"Our people, you must remember, are not altogether dwellers of the small towns. On the contrary, while we have patrons in every village and hamlet of the United States, the bulk of our trade comes from cities of 25,000, 50,000 and 75,000, and even upward—that is to say, from east of the Mississippi. Pennsylvania is our largest customer; then comes Texas, and New York third. We have 2,500,000 customers in all.

"We issue five catalogues: two large ones, one in the Spring and Summer and another for the Fall and Winter, and supplement these by three small ones. The large ones go out in editions of 2,500,

000, and cost us about \$750,000 for each of the two seasons. The five together, with the advertising, run into something less than \$2,000,000 a year. There is no comparison between our catalogues of to-day and those of 1907. Just as fast as we felt we could spare it we put a good share of the profits back into the catalogue, improving the typographical appearance, the text and the pictures. When we made up our first catalogue we paid \$5 apiece for our drawings. Now we pay \$25. That is one thing that shows the difference."

The catalogue is plentifully illustrated with colored fashion pages and is an unusually tasteful publication of 280 pages. Anybody inside or outside of the mail-order business would do well to read the page of "simple rules for ordering." It is a masterpiece of clearness. It must have been worth thousands of dollars to the house to have it right.

"The advertising runs in some ten and twelve mediums," said Mr. Hess. "These are the same as at the beginning. We have made no important changes.

#### NOT INTERESTED IN CIRCULATIONS

"In the beginning I paid close attention to circulation figures, but nowadays, since we have gradually established our claim to style authority in our field, inquiries from our advertising have grown progressively less important than those from our mailing list, and I pay no special attention to the character of mediums. We give just as much attention to the preparation of the copy as we used to do, keep the usual records of keyed returns, but we are not so much concerned over the fine details of advertising—as to whether a medium's circulation is a few thousand more or less—because our advertising has really taken on in considerable measure the character of general publicity.

"It does not look so, I know. It has the same appearance that most of the other mail-order ads have. But the woman of the house knows. She is not so much interested in the ad either as she used to be; she wants to see the

# Advertising Action!

THE day of *passive* copy is past. So is the *waiting* game in Merchandising. Competition is working in relays.

Your advertising must do a big, definite Something—or it must give ground to better advertising—your own or your competitor's. There is no *compromising* with *opportunity*.

The time is here when you have got to decide between “just” advertising and “MUST” advertising - the kind that *compels*.

Nichols-Finn Copy and Merchandising Plans are aggressive—charged with dynamic *action*. They are for the individual or firm that moves in a straight line forward.

That's because they are founded on the basics of live salesmanship and sound merchandising—made to move with the increasing impetus of modern business. There's selling *inspiration* in them.

Our booklet, “Advertising with the Gloss Off,” is full of live interest—suggestion. Shall we mail you a copy?

**NICHOLS-FINN**  
ADVERTISING COMPANY

222 SOUTH STATE STREET, CHICAGO

71 WEST 23RD STREET, NEW YORK



“Intelligent, Sustained Effort Insures Success”

new catalogue. And if she is on our mailing list she is going to get it. So the advertising is really a reminder to her.

"So it comes down to general publicity, after all. I have thought at one time or another of trying publicity advertising, but I do not think it would pay. The women are used to our style of ad. Even if they pay less attention to our quotation of prices, they see them there. I would not take a chance at shaking their confidence without having a better reason than I have.

#### WATCH THE MAILING LIST

"On the other hand, we bestow a great deal of attention on the mailing list, which, as I said, consists of two million and a half names. They are, of course, all the time changing. Any list accumulates a lot of deadwood. Unless that is cut out at frequent intervals the whole list will soon become worthless. Such deadwood amounts to as much as five or ten per cent every year."

In spite of prestige and carefully tended mailing list, the cost of inquiries climbs steadily upward, as it does in practically all other mail-order houses, and as the cost of getting business does in most sales departments. There are no "inside methods" that will permanently keep them down.

The Bellas Hess guarantee is absolute, but that is common to the whole mail-order field. There would be no business without it.

The buying and fitting have been so systematized that only one garment in fifty is returned for alteration or exchange. A large alteration department attends to that on the premises, to save time and expense. The average order is about six dollars. It must be remembered in connection with that, that the company sells not only suits and cloaks, but also waists, undergarments, shoes, stockings and other articles of low price.

#### KEEPING DOWN COSTS

While style is featured and sought, it should not be imagined that this is by any means the exclusive interest and that equal at-

tention is not bestowed upon costs. On the contrary, take corsets: they are delivered to the house in paper envelopes instead of in boxes because the envelopes cost one cent less. Everything that can come in bulk is shipped that way. But that care and economy are more or less common to the whole mail-order business, too.

Like other big houses that have wide distribution of small packages, the company is changing over to the parcel post and shipping by fast freight to various zone centers, from which the packages are mailed.

"But it is a nuisance," declares Mr. Hess. "It has brought in a lot of competition, though we do not care for that. It is the way it has complicated the delivery. Where before it was necessary only to take the weight of a parcel and send it by express, now it has to be prepared for mailing, and also for freight, and the opportunities for mistakes and delay are multiplied. We are conquering it by system, but it is a nuisance just the same."

An advertising man had spoken of the business of Bellas Hess & Company as having been built around the personality of Mr. Hess, and the remark having been repeated to the latter, he said:

"I suppose that is so. The mail-order business looks all system, when you go through the building and see the racks and rows of garments, the bins of articles, the chutes and lists and numbers, but there is an immense deal of the personal element in it for all that, and especially in this particular business where we sell style as much as we sell garments. It depends on our personal sense of style and knowledge of values, on what I feel and what I have taught my buyers to feel. Unless the styles and values are right, the business will stop growing."

#### "Kyanize" Account to Greenleaf Co.

The Boston Varnish Company, Everett, Mass., manufacturer of Kyanize paints and varnishes, has placed its advertising account with the Greenleaf Company, Boston.



*C. L. MEAD, who  
has directed the  
campaigns on Klaxon  
Warning Signals, is  
now a member of the  
CHELTENHAM  
Advertising Agency.*

INGALLS KIMBALL

*President*

150 FIFTH AVENUE  
NEW YORK



## Patent-medicine Manufacturers Endorse "Printers' Ink" Statute

Patent-medicine Interests Discuss  
Fraudulent Advertising, and Go  
on Record in Favor of State  
Laws That Have Been Passed  
Prohibiting It—Sentiment Almost  
Unanimous

**T**HE PRINTERS' INK Model Statute was endorsed, without a dissenting vote, at the annual meeting of the Proprietary Association of America, held at the Waldorf-Astoria, New York, May 13. The Proprietary Association is the organization of the patent-medicine interests, some two hundred manufacturers, large and small, being members.

The action of the Association has been foreshadowed for some time, indeed, with one exception, there has been little or no opposition from patent-medicine concerns of the better class to the fraudulent advertising bills which were introduced at the 1915 sessions of the State Legislatures. Early in March, Carl J. Balliett, of the Foster-Milburn Company, Buffalo (Doan's Kidney Pills), wrote to PRINTERS' INK:

"Two years ago I fought to get the word 'knowingly' in some of your advertising bills, believing that if a law were passed without this word it could be used as an instrument of persecution or as a handy tool by one business to make trouble for a rival, though on a technical point perhaps that might not be of any interest to the public. Last year and this year I have done nothing anywhere to oppose the PRINTERS' INK bill, as I have come to the conclusion that it does provide a good weapon against frauds, and will not be used as an instrument of oppression. None of the other large proprietary-medicine manufacturers are lifting a hand against the PRINTERS' INK bill."

In fact, there is reason to believe that the patent-medicine interests have come to see in the PRINTERS' INK Statute a weapon which they can use to their

own advantage. They have been under fire for years, from various quarters, and one of the chief accusations brought against them has been that of misleading advertising. The members of the Proprietary Association declare that, so far as the great majority of the membership is concerned, the charge is unfounded. Hence, by lining up squarely behind a drastic law against fraudulent advertising and insisting that members of the Association shall conform to its provisions, the opposition will be deprived of one of its foremost arguments.

Regarding the action taken at the annual meeting, Charles P. Tyrrell, of the G. C. Hanford Manufacturing Company, Syracuse, N. Y., secretary and treasurer of the Association, writes to PRINTERS' INK:

"We discussed the PRINTERS' INK bill at our recent meeting, and took favorable action endorsing the bill as it is.

"I believe the majority of our members have been in favor of such a bill for some time, but some of them believed the word 'knowingly' should be incorporated in the bill; but your bill was finally endorsed without a dissenting vote. I personally believe this measure will have a decided influence on advertisers and that its enforcement will result in great benefits to the consumers of this country."

## Important Additions to Hearst Organization

The International Magazine Company, publishers of *Cosmopolitan*, *Hearst's*, *Good Housekeeping*, *Harper's Bazar*, *Motor* and *Motor Boating*, announce important changes in their organization.

Henry D. Wilson, for many years advertising manager of the *Cosmopolitan*, succeeds George von Utassy as managing director of the Hearst publications.

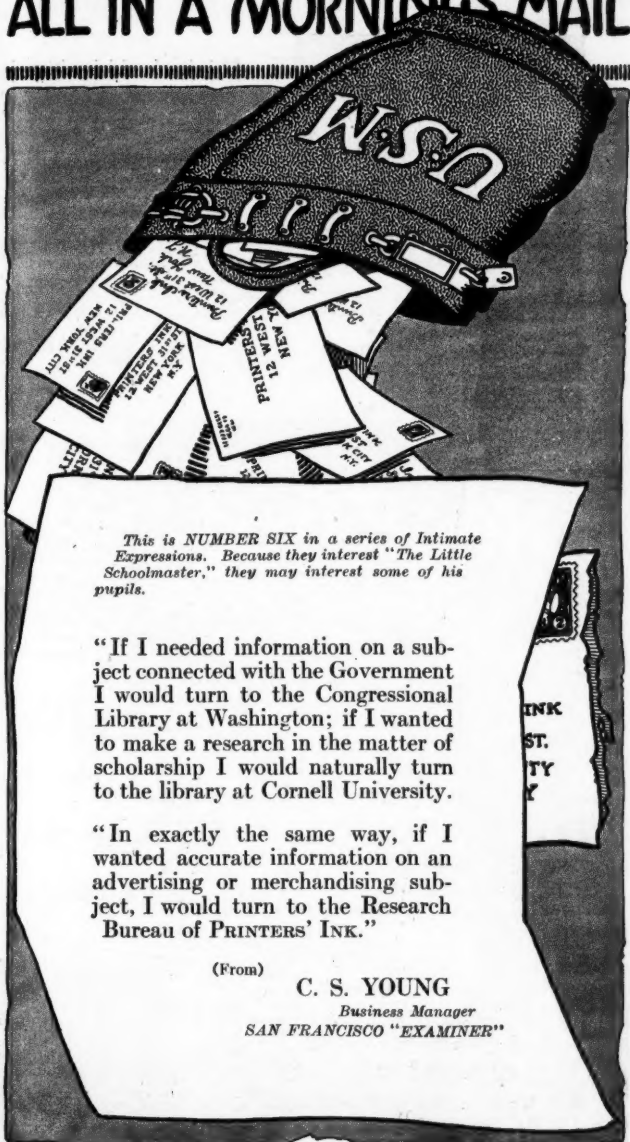
Joseph A. Moore, formerly vice-president of the *People's Home Journal*, is now business manager of *Good Housekeeping Magazine*.

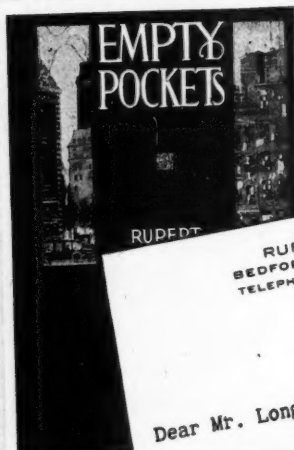
Francis L. Wurzburg, formerly advertising manager of the Home Pattern Company, becomes advertising and business manager of the *Cosmopolitan*.

Chester B. Van Tassel, recently associated with *Vogue* and *Vanity Fair*, has been appointed business manager of *Harper's Bazar*.

C. B. Ames, formerly publisher of *Horseless Age*, is now business manager of *Motor* and *Motor Boating*.

# ALL IN A MORNING'S MAIL





This book, which will make history among 1915's best sellers, first appeared as a serial in THE RED BOOK MAGAZINE

RUPERT HUGHES  
BEDFORD HILLS, NEW YORK  
TELEPHONE 357 MOUNT KISCO

May Eighth,  
Nineteen fifteen

Dear Mr. Long:—

The new novel is well under way, and I am completely absorbed in it. It seems to me that the subject is bigger than that of either "What Will People Say?" or "Empty Pockets." It is almost universal in appeal and comes close to the everyday experience of every reader. Yet I do not know that it has ever been given fitting treatment in fiction. In life it is always with us and our love affairs and domestic histories, but the novelists have almost ignored it.

I am going after it with all the heart I have and all the art I can muster.

Yours faithfully,

*Rupert Hughes*

Mr. Ray Long,  
Editor, The Red Book Magazine,  
Chicago, Illinois.

The most noteworthy of  
1914's books, which first  
appeared as a serial in  
THE RED BOOK MAGAZINE

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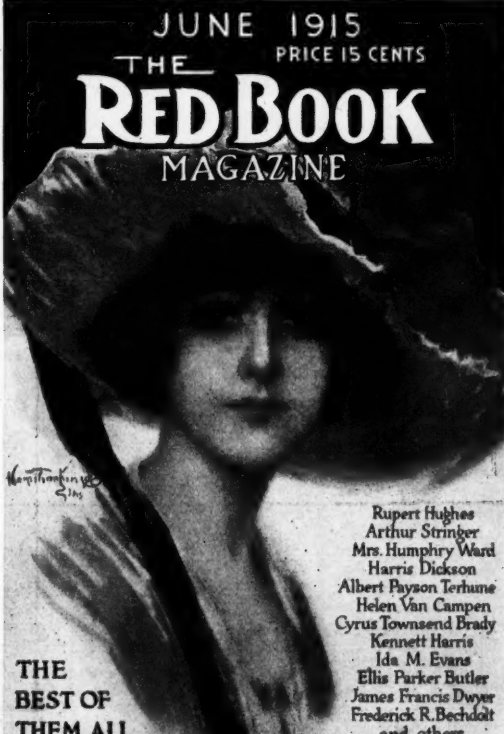
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**THE RED BOOK MAGAZINE**  
**PRESENTS** in the June 1915 issue the closing  
chapters of "Empty Pockets," by Rupert Hughes; and  
**ANNOUNCES** that negotiations have just been  
concluded with this greatest of all American authors  
for his new novel, which will begin in an early issue.

JUNE 1915  
PRICE 15 CENTS

THE  
**RED BOOK**  
MAGAZINE



Hamlin Garland

Rupert Hughes  
Arthur Stringer  
Mrs. Humphry Ward  
Harris Dickson  
Albert Payson Terhune  
Helen Van Campen  
Cyrus Townsend Brady  
Kennett Harris  
Ida M. Evans  
Ellis Parker Butler  
James Francis Dwyer  
Frederick R. Becholdt  
and others

THE  
BEST OF  
THEM ALL



**A**DVERTISING Headquarters heartily joins in the invitation, which all Philadelphia extends to the Associated Advertising Clubs of the World, to honor our city by holding their convention here in 1916.

N. W. AYER & SON

# Getting the Short-season Specialty Over Quickly

Intensive Merchandising Plan Being Used to Market "Water-Sprite" Bathing-suits on Small Appropriation

**M**ERCHANDISERS in the woman's specialty field are watching with interest developments in Pelton & Pelton's attempt to put across their patented "Water-Sprite" one-piece woman's bathing-suit on an appropriation of \$1,200. If it works out satisfactorily, and early returns indicate that sales are going to exceed the company's conservative estimate by several thousand dollars, it is not unlikely that the merchandising plan involved will be incorporated in a great many campaigns this Fall. In any event, it is a quick - marketing device which will unquestionably be adapted in some form or other by advertisers selling short-season specialties through responsible dealers.

## NO LOST TIME

While this method of getting consumers to specify sizes and styles on magazine coupons and then sending the garment so specified immediately and without any order to the designated dealer to sell to the inquirer is not exactly new, its use in small campaigns to get immediate action is very suggestive. Obviously it solves that time difficulty in marketing a short-season

specialty, and makes it possible for the readers of a woman's publication to read the ad to-day and go down to their dealers in a day or so and see the article itself regardless of whether the dealer originally carried it in stock or not. The danger of losing the sale through lost time in

writing the dealer and getting his order and then expecting the dealer to get in touch with the inquirer is disposed of in advance. So is the problem of sales lost through incomplete distribution, and the difficulty of getting complete distribution in the face of a dealer's dislike to carry several lines of a short-season stock, when one line will—from his point of view—do fully as well.

In the Pelton & Pelton plan, as described to a representative of PRINTERS' INK by L. S. Pelton, of the firm, the big stores were sold a more or less complete line before the advertising began. This took care of the big cities and eliminated at the outset the danger of getting into complications with such stores as Marshall Field & Company, John Wanamaker or Gimbel's, who possibly would not be



## The Very Latest Idea In Bathing Suits

The day of the two piece bathing suit is past. At the summer resorts and beaches the new one piece Water-Sprite Bathing Suit will be "the thing" this season.

The smart, dashing lines are especially popular on the beach, while the exclusive, patented one piece construction makes it comfortable and absolutely safe when in the water.



One Piece Water-Sprite Bathing Suits

Waist, skirt and bloomers are made in one. Bloomers cannot gap, sag or pull apart at the waist when wet. No danger of dropping skirt. Suits hang entirely from the shoulders and are always stylish, neat and modest wet or dry.

To be right up to the minute in fashion the Water-Sprite One Piece Bathing Suit must be your choice.

**\$1.50 to \$10.00**

Made in a wide variety of charming colors and trimmings. Sizes for women, teens and children.

Prepare now for the summer. Go to your dealer and see the popular One Piece Water-Sprite. If you cannot get the Water-Sprite from your dealer choose the style you prefer. From illustrations and descriptions, and then in our coupon request a copy of the Water-Sprite and tell your dealer that you are replied. Address

**Pelton & Pelton**  
320 So. Market St., Chicago

## COUPON

**PELTON & PELTON**  
320 So. Market Street, Chicago

I am interested in Style No.

My budget is \$.....

Name.....

Address.....

Forward Dealer's Name.....

NATIONAL COPY, SHOWING THE IMPORTANT COUPON

systematized to handle the consignment shipments. This advance work was done by a series of mailing-pieces following page advertising in trade publications reaching the big-store buyers, and, of course, by personal solicitation. All of this preliminary work hinged on the consumer advertising. Order blanks of a special type were included in the mail-pieces and enough business was secured in this way to practically guarantee the consumer campaign paying before it was launched.

#### GIVE DEALERS ALL THE FACTS

"The success of this series of mailers," explained Mr. Pelton, "was due to our following closely the recognized principles of good merchandising. We have had some unfortunate experiences with circular matter in the past, due, we have since found, to following the practice of depending upon the circular to get the dealer to write in for prices. At the suggestion of an advertising man who was formerly in charge of the advertising for Marshall Field & Company, and later John V. Farwell & Company, both of Chicago, we reversed this policy this Spring and more than doubled sales on the same list and selling the same line of garments.

"Mr. Heegstra's suggestion led us to give the dealer all the information we could possibly give him in the circular, short of actually showing samples, instead of a general selling talk about how much better our line was than any other. We showed the complete line, with a detailed description of each number. We also went into detail on such points as construction, shipment, terms, etc. *And we printed the price below each description.*

"The theory for this is that an analysis of almost all successful houses selling largely or wholly by mail shows that they follow this policy. Sears, Roebuck, Butler Brothers, Marshall Field & Company (wholesale), Montgomery Ward & Company, all look upon merchandising as requiring a complete description; trying, in

other words, to lay the goods out on the catalogue-counter before the buyer. They don't send you a picture and a half description and then expect you to write them for further particulars. They know that the time lost in doing so kills the sale before it is made.

"We also did what a great many advertisers overlook: we paved the way for our circulars by using page space in the *Dry Goods Economist*. We wanted everybody to know who we were and what we were going to do in the way of advertising. We wanted to separate ourselves in the minds of buyers from the host of non-descript manufacturers in this field, and we know that the right kind of copy in the trade papers creates such an impression, so that when the buyers received our mailing-pieces, showing and describing our line, they knew who we were. We established in this inexpensive way the confidence which a buyer must feel before he will even consider placing an order."

#### INQUIRIES THAT WERE ALMOST ORDERS

But this advance work, successful as it was, could hardly be expected to give complete distribution for a national campaign. Being a short-lived seller, the careful, thorough-going advance work possible in marketing a staple was not possible. It was essential to work out some plan whereby inquiries from scattered localities could be turned into sales without any lost motion. A delay of a few days might mean a change of the weather. The person making the inquiry might leave for her vacation in the meantime, or later on the season might wane before the sale could be made—that is, the dealer might feel that the "season is half over" and refuse to buy the garment even when confronted with the actual inquiry.

So the coupon plan, previously mentioned, was devised to meet these conditions. The readers of the publications in which the advertisement ran were told to go to the dealer's for a suit, and if



he did not have the style and size wanted in stock to fill out the coupon and mail it to the advertiser. Nothing was said about how the reader would be supplied, but the copy read: "Fill in the coupon opposite, mail to us with your preferred dealer's name, and we will see that you are supplied." The coupon then specified the measurements and style desired, which were designated by numbers taken from complete fine-print catalogue descriptions in the copy. No money was to be sent with this coupon, nor does it constitute an order in any way.

When the coupon comes in, however, it is handled by Pelton & Pelton just as though it were an order. The described garment is taken from stock, proper records made and it is shipped to the dealer. At the same time both the inquirer and dealer are written. The inquirer is told that the garment she has selected has been sent to her dealer, mentioning his name and address (this name is taken from coupon) and requesting her to go to his store, look the suit over and, if she is satisfied, to buy it. A copy of this letter is sent to the dealer, with the explanation that if the woman does not buy the garment he is at liberty to return it collect or sell it to another customer, as he desires. Inasmuch as there is an attractive profit on the garment, most of the dealers are inclined to keep it in stock. As a further incentive for them to do this, the letter is written on a four-page letterhead, on the inside of which is a reproduction of a "Water-Sprite" window display. The original window from which the illustration was prepared was made so that any section of it may be used independently—this for smaller dealers—or collectively for the window of a larger store.

The copy pointed out the seasonableness of a bathing-suit window and the attractiveness of a display of a novelty one-piece suit like "Water-Sprite." Electrotypes, lantern slides, store hangers and other customary dealer-co-operative material were also

offered the dealer to help him dispose of the suit should he decide to keep it and order more. In other words, the company figured this way: If the inquirer bought the suit a sale has been made and the dealer is interested to a point where he will probably buy more. If she doesn't buy it, it will act as a sample and demonstrate to the dealer what the suit is and get him interested in the line. In either case the advertiser stands to lose only express charges, with every chance of making a sale amounting to from one to one hundred dollars.

#### PLAN ADAPTABLE ELSEWHERE

"From the way this advertising is taking hold," said Mr. Heegstra, when questioned about this plan after the interview with Mr. Pelton, "I can see no reason why the merchandising features of it, at least, could not be adapted to other lines selling through responsible dealers. It is simply shipping an article on approval through the dealer. The coupon idea, as we have worked it out with the modest appropriation allowed us by our client, could be used in any publication reaching responsible classes of readers. But in using the idea an advertiser must not lose sight of the fact that the copy ought to thoroughly sell the garment before the coupon is signed. It would react unfavorably if the coupon were filled out merely through curiosity, or if stress were laid on sending the goods to the local dealer for the consumer's inspection. The copy should carry a detailed description just as the same garment might be described in the catalogue of a mail-order house—in fact, the desire must be created in the copy so that the woman who sends in the coupon really wants the article, and is interested enough to go to her dealer's to see it when the notification arrives."

#### Anti-Advertising Liquor Law Valid

The Supreme Court of Alabama has declared the anti-advertising liquor law to be constitutional. The law prohibits newspapers of the state from printing advertisements of intoxicating liquors.

## Why Some Trade-marks Have Been Cancelled

ANY trade-mark is liable to cancellation if circumstances warrant such drastic action. Recent action by the Commissioner of Patents and by the judicial body that is commonly accounted the court of last resort in trade-mark practice make this clear. This turn of affairs may come as a surprise to some manufacturers and advertisers who have considered their respective trade-marks to be immune from risk of revocation because they were adopted, and mayhap registered, long before the passage of the present Trade-Mark Act.

Prior to the passage of the Act of 1905, which is yet denominated in some quarters the "new" Trade-mark Law, there was no such thing as trade-mark cancellation. That is, the statutes governing Federal registration of trade-marks had made no provision for the cancellation of such registrations. In the Act of 1905 however, it is provided that whenever any person believes himself injured by an existing registration he may file an application for cancellation thereof. Such application is considered first by the Examiner of Interferences and from his decision appeal lies, as in other trade-mark cases, to the U. S. Commissioner of Patents, and from the latter to the Court of Appeals of the District of Columbia.

### PAST RULINGS

The former Commissioner of Patents made it clear in passing upon various appeals that came before him, that he considered that whereas cancellation was, of course, authorized in the case of trade-marks registered under the Act of 1905, he did not feel that there was any authority for cancellation proceedings in the case of any of the thousands of trade-marks registered under the earlier law, that of 1881.

Soon after assuming office the present Commissioner intimated

that if the issue were ever presented in an appeal to him he would reverse his predecessor on this point, but ere the Commissioner found opportunity to take the initiative the Court of Appeals has handed down an opinion that coincides with that of the present head of the Patent Office, to the effect that all trade-marks, irrespective of the date of registration, are subject to cancellation. The Court of Appeals decision that establishes this status was given in the case of *Stamatopoulos vs. Stephano Brothers*.

In another decision—the case being that of *E. McIlhenny's Sen vs. The New Iberia Extract of Tabasco Pepper Company*—the same Court has construed and held that Section 13 of the present Trade-mark Act confers upon the Commissioner of Patents authority to cancel a mark registered under the "ten years" clause, where it appears from the evidence that the registrant of the mark which it is sought to have cancelled was not the exclusive user of the mark during the ten years in question, that is during the decade preceding the year 1905. This was the famous case in which the Court cancelled the registration of "Tabasco" as a trade-mark for pepper sauce and put an end to the defendant's legal right to the exclusive use of the word as a trade-mark.

Manufacturers have in some instances forestalled cancellation by the expedient of disclaiming exclusive rights to a word likely to arouse protest and relying for protection upon the other features of a trade-mark of which such a word forms a part. A case in point was that of *Johnson vs. Dulaney*. Here registration had been granted to a trade-mark consisting of the word "Karbonate" in an oval panel, a disclaimer of the word "Karbonate" having been filed. The owner of the trade-mark "Carboneater" filed a

*From a campaign  
written by H. E. Cleland to  
convince the Ball Engine Co. they  
should use Engineering News—*

"Now observe, please, that your principal medium should be selected along the same lines.

"You know that Engineering News is a paper of high standing—the highest standing in its field.

"It is sold, as is the Erie Shovel, on a quality basis. It is the highest priced in the field.

"If a contractor or contracting engineer has placed before him four papers of like aim, and out of those he picks and pays for one which costs nearly double the price of the next and five times the price of the lowest, it's for a distinct reason: the quality of the paper appeals to him.

"He is the big money-spending, power-influencing contractor and contracting engineer. His habit of buying runs to quality rather than price.

"And—please get this point; the wise advertiser never passes it by—despite its high rate, Engineering News outsells any other paper in the field by over 2000 copies weekly!"

*\* It did!*

ENGINEERING NEWS is one of the five Hill Engineering Weeklies published at 10th Ave. and 36th St. The others are the Engineering and Mining Journal, American Machinist, Power and Coal Age, all members of the A. B. C.

## A REAL NECESSITY

No advertiser can successfully develop trade in the New York market unless he employs the advertising columns of the NEW YORK AMERICAN.

Remember that its circulation represents ONE-FOURTH of the New York community, and ONE-SIXTIETH of the United States.

It is necessary to use the NEW YORK AMERICAN to make any good business proposition a success.

Its readers represent the same general average of people as any other big crowd—they represent rich people, well-circumstanced people and medium earning-power people, but collectively they are all-powerful.

They make New York successful. Without them New York would be unsuccessful.

They buy ONE-FOURTH of everything that is sold in the New York territory.

They have the money to buy luxuries as well as necessities.

They have the money to invest in good securities.

They do their one-fourth share in paying taxes.

They are a big, mighty crowd.

To neglect them—to ignore them—means lack of business judgment.

The NEW YORK AMERICAN is the vehicle for Advertising Democracy—the only kind that pays.

The trade of all classes of people is necessary to the success of any business.

Those who have employed only Advertising Aristocracy wish now that they had not.

It requires the support of the big crowd to put things over.

## NEW YORK AMERICAN

DAILY and SUNDAY

*Member Audit Bureau of Circulations*

petition for the cancellation of the first-mentioned mark, but it was denied on the ground that the two marks were not similar inasmuch as the word "Karboneater," having been disclaimed, formed no part of the registered mark.

That a trade-mark cannot be cancelled in part, but must be cancelled *in toto* if at all, was the ruling in the case of the Portuando Cigar Manufacturing Company vs. Portuando. Seeming technicalities may also enter in, as was attested in the case of the American Rolling Mill Company, where there was upheld the authority of the Commissioner of Patents to cancel a trade-mark registration on the ground that such registration was granted to a corporation alleged to be organized under the laws of Ohio, whereas it was organized under the laws of New Jersey. An ingenious view of conflict of trade-mark interest was taken in the case of Walter Baker & Company vs. Worth. The petition in this case was for the cancellation of a trade-mark registration effected under the law of 1870, and it was dismissed on the ground that since such registration was granted for a period of thirty years it would, if valid, have expired before the petition for cancellation was filed.

#### TECHNICALITIES OF CANCELLATION PROCEEDINGS

Any firm or individual that files application at the Patent Office for the cancellation of a trade-mark that they consider conflicts with their own, or the use of which they deem to be detrimental to their interests, must set forth in detail the grounds upon which cancellation is sought. The practice at the Patent Office for disposing of cancellations is substantially the same as that followed in the case of "oppositions," which is the more common form of conflict of interest with respect to a trade-mark.

The application for cancellation is given, generally, the same standing as a bill in equity, issue is joined as in an equity proceeding, and testimony is taken under the

rules which govern the introduction of testimony in other contested cases in the Patent Office. If it appears after a hearing before the Examiner of Infringences that a registrant was not entitled to the use of the mark at the date of his application for registration, or that the mark is not used by the registrant, or has been abandoned, the Commissioner of Patents will, upon the recommendation of the Examiner, cancel the registration of the mark, unless appeal is taken, within a time limit fixed, to the reviewing tribunals above mentioned.

Test cases have, within the past few years, brought forth a number of decisions that serve for guidance with respect to what might be termed the technicalities of cancellation proceedings. For example, in the case of John L. Whiting-J. J. Adams Company vs. Rubber & Celluloid Harness Trimming Company it was held that the new equity rules apply to cancellation proceedings and that either party may file interrogatories, which interrogatories must be answered under penalty. Another ruling is to the effect that in cancellation proceedings all papers when filed must be accompanied by proof of service on the adverse party. A significant mandate was that growing out of the controversy of the Palestine Hebrew Wine Company vs. Carmel Wine Company, wherein it was held that if, pending a suit for the infringement of a registered trade-mark, the respondent in that suit files an application for the cancellation of the mark under dispute, the cancellation proceedings must be suspended until the suit for infringement has been determined.

Firms that switch trade-marks are in danger of incurring cancellation, as was shown in the case of the Pioneer Suspender Company vs. Lewis Oppenheimer's Sons, in which the decision was that, where certain words have been registered as a trade-mark for merchandise of certain characteristics and then the words as used by the registrant in trade represent goods of different char-

acteristics, the registration should be cancelled.

Allegations of fraud may prove a tempting foundation upon which to base a plea for the cancellation of a trade-mark, but unless the claim is supported by excellent proofs the application is likely to be thrown out, as was the request some time ago for the cancellation of the trade-mark "Autolene." Similarly, a firm or individual had best be pretty sure of his rights ere he essays to effect a cancellation. In the case of *Hutchinson, Price & Company vs. Lowry* it was held that the owner of a trade-mark consisting of a star and the word "Star" has no such right as would warrant the cancellation by the Patent Office of a registered mark for the same class of goods adopted at a later date consisting of a star and other features—but clearly distinctive as a whole from the prior mark.

#### IMPORTANCE OF ADVERTISING IN CANCELLATION OF MARKS

Advertising may invest the advertiser with rights in a trade-mark dispute that he would not have acquired save for his publicity promotion work. In the case of *Lindenberg vs. Hammacher, Delius & Company (Electro Steel case)* the issue pivoted upon a "showing of interest," and it was here held that the use of a word in advertising goods and in addition its use in soliciting and in receiving orders gives a petitioner for cancellation a sufficient interest in a mark to justify his action. This, too, despite the fact that the word or mark was never physically applied to the goods nor were the goods billed under the name. Apparently this particular case differs principally, as to the issue involved, from the well-known case of *Battle Creek Sanitarium Company vs. Fuller*, in that the word was used in soliciting and receiving orders for goods. In the case of the *Interboro Brewing Company vs. the Standard Brewing Company* it was held that a recent use of a mark is sufficient to establish the interest of a petitioner for cancellation in a mark.

Persons that strive to bring about the cancellation of trade-marks that they account to encroach upon their own marks are given the benefit of the doubt, so to speak, under certain circumstances. For instance, an applicant for cancellation need not show why he failed to file an "opposition" at the time the offending mark was admitted to registry. Nor is it incumbent upon an applicant for cancellation to make the allegation of "continuous use" with respect to a trade-mark. In the decision of the case of the *Magic Curler Company vs. Porter* it was pointed out that the right registered is supposed to be a right to exclusive use.

The evident intention of Congress, it is declared, was to permit any person who deems himself to have been injured by a registration to question the validity in the Patent Office and to obtain a cancellation if a registrant had no trade-mark right at the time of his application for registration, or if, having had such a right at that time, he subsequently lost it. On the other hand, the feeling at the Patent Office is that no owner of a trade-mark should be called upon to defend its right or forfeit its registration unless the interest that seeks cancellation makes out a *prima facie* case. In the case of the *Illinois Hydraulic Cement Manufacturing Company vs. Utica Hydraulic Cement Company* it was made clear that an applicant for cancellation must make a showing of facts that, if proved, will clearly establish that a registrant is not entitled to a mark.

Showing that the registrant of a trade-mark, registered under the "ten-year" clause, was not the sole user of the mark during the ten-year period involved, will not suffice to bring about the cancellation of the mark. This was brought out in the case of *Whittemore Bros. & Company vs. C. L. Hawthaway & Sons*. Furthermore it has been held that the fact that a mark registered under the "ten-year" clause is descriptive, and that therefore the applicant for cancellation can acquire no property rights therein, is of no moment so

# Collier's circulation has been and still is steadily increasing—producing big results to advertisers

*"You are making Collier's the indispensable periodical."*  
A Newspaper Editor.

*"A half page in Collier's in March brought 997 replies. A back cover in April brought 2273 replies in ten days."*  
A Food Advertiser.

*"Fourteen lines in Collier's produced 106 inquiries. The same copy in the — brought 24."*  
A School Advertiser.

*"An advertisement of bulletins published by the Government and sold at cost, on subjects ranging from soils to astronomy, has brought over 2000 inquiries."* Collier's Washington Bureau.

*"The first half page advertisement has brought 2347 inquiries. The second half page brought 648."*  
A Publisher.

*"We are well satisfied with the results secured from Collier's. It is seventh on our list of 40 magazines."*  
A Pipe Manufacturer.

**Collier's circulation has been and still is steadily increasing**

## Collier's <sup>5¢ a copy</sup> THE NATIONAL WEEKLY

Chicago

NEW YORK

Boston

A. C. G. Hammesfahr

### COLLIER'S CIRCULATION ISSUE OF MAY 1ST

Press Run.....	873,600
Gross .....	873,553
Net .....	858,260
Net Paid.....	848,245

Member A. B. C. and Quoin Club

"Champagne Corks and Cannon Balls," by William Maxwell, author of "Salesmanship," in Collier's for May 29th.



far as the rights of the registrant are concerned. But where it can be shown, as was purported in the case of *Familton vs. The Alonzo O. Bliss Medical Company*, that a registrant was not the first to adopt and use a mark, then is cancellation an almost certain sequel.

Tribunals have held that the fact that a party registered the words "Dr. E. L. Graves Tooth Powder" and "Dr. E. L. Graves Unequalled Tooth Powder" does not constitute a ground for cancelling his registration of the words "Graves Tooth Powder." Similarly was it held that where the mark registered was "Graves Tooth Powder" there was no ground for cancellation because the mark actually used on the goods was "Dr. E. L. Graves Tooth Powder." In the case of *B. Fischer & Company vs. A. F. Beckmann & Company* a firm using "Hotel Astor" as a mark for coffee failed to bring about the cancellation of "Crown Aster" as a mark for canned fruits and vegetables, and there have been numerous other instances (including the "Tabasco" case before mentioned) that go to emphasize that to bring about cancellation it must be shown that duplication of the use of a word or mark actually consists of such duplication in the same business or line of trade.

### These Advertising Movies Seek Their Audience

The American Tobacco Company is utilizing electric and gasoline trucks with specially constructed bodies to show moving pictures advertising various brands of its manufacture. The pictures appear both on the sides and rear of the truck body, the mechanism and light being furnished by storage batteries.

These trucks are driven about the streets at night and always attract attention. All of them start from Boston, and one, at least, has crossed the continent and is exhibiting in cities of the Pacific Coast.

### Trade-mark "P. V. D." Refused Registration

The letters "P. V. D." as a trade-mark for medicinal preparations have been refused registration by the Commissioner of Patents upon the opposition of the B. V. D. Company.

## Ways of Selling Salesmen on Advertising

One Way Is to Tell Salesmen They Will Lose Their Jobs if They Don't Get More Business—Another and the Right Way Is to Show Advertising as a Co-operative Force

"WHEN the president of our company asked me the other day how many of our salesmen were sold on our advertising, I replied that 95 per cent of them were," declared George W. Hopkins, advertising manager of the Loose-Wiles Biscuit Company, in an address before the luncheon of the Representatives Club, held in the Hotel McAlpin, on May 17.

"And I believe, now," continued Mr. Hopkins, "that 100 per cent would have been a closer estimate."

The remarks quoted above came in the midst of Mr. Hopkins's talk on the importance of selling an advertising campaign to the men who personally represent the goods advertised. The speaker asserted that salesmen could kill any advertising campaign if they chose to do so.

"It is the slur here, and the slur there, which cause the damage," he said. "Salesmen must be shown how the advertising will help them sell goods more easily. This does not mean they should be confronted by threats."

Mr. Hopkins then illustrated the right and wrong way of selling an advertising campaign to a force of salesmen. One way described by the speaker was to tell the sales force that the advertising was going to create a lot of new business and unless they got their share of it they would lose their jobs. That was the wrong attitude, according to Mr. Hopkins, who added that if anyone lost his job in such an instance it would probably be the advertising manager.

The better way, related by the speaker, was to tell the salesmen that the advertising would help them sell goods, and that it would give them talking points which they could pass on to dealers. He

said that it was important to impress upon the salesmen that the advertising would not work them out of a position, but would help make them better representatives.

The importance of salesmen being familiar with the advertising from the dealer standpoint was also emphasized by Mr. Hopkins. And in this dealer connection the speaker declared that there must be an honest profit for the dealer in the goods.

William Hard, managing editor of *Everybody's Magazine*, spoke on the way in which the labor situation affected business. Mr. Hard compared conditions in the agricultural and industrial fields. He declared that the reason the agricultural interests obtained so much from the Federal Government was that the representatives of those interests had their constituents solidly behind them and went to Washington knowing what they were to do.

If business is to get its share in the appropriations which the Government is handing out, as

well as just treatment, it will be necessary for capital and labor to meet on some ground of understanding in the industrial sections of the country, Mr. Hard believed.

To show the difference in appropriations the speaker declared that for agriculture \$28,000,000 had been appropriated, while for mining, an industry which, Mr. Hard declared, was fully fifty per cent as great as farming, only \$2,000,000 had been allotted by the Government. As a case in point, regarding the legislators' attitude toward business, the speaker told of incidents which had occurred at the recent trade investigation in Washington.

Henry Wilson, general manager of the *Cosmopolitan Magazine*, spoke briefly on the progress he had seen in the advertising business during the past twenty-seven years. It was voted by the members of the club to send a letter to Herbert S. Houston, assuring him of the club's support if he should be a nominee for the presidency of the A. A. C. of W.

**The  
George L. Dyer Company  
42 Broadway  
New York**



**Newspaper, Magazine  
and Street Car Advertising**

**Publicity and Merchandising Counsel**

# The Butterick Trio

is

a collective name used for convenience by advertising men only, to designate

## THE DELINEATOR

Founded in 1868

## THE DESIGNER

Founded in 1887

## THE WOMAN'S MAGAZINE

Founded in 1896

three separate and distinct general magazines for women, whose

- origins were independent
- growths have been and are competitive
- editorial staffs are separate
- personalities are distinct
- clienteles are non-duplicating but whose
- purposes and ideals are parallel and whose
- ownership is identical

# The Butterick Trio

for the Year 1914

May 14, 1915.

The Butterick Publishing Company  
Butterick Building  
New York City

Dear Sirs

We have examined the circulation records and the books of *The Butterick Trio*, comprising *The Delineator*, *The Designer* and *The Woman's Magazine*, for the year 1914, and we certify that the average net combined circulation of The Trio for twelve months, from January to December inclusive, in 1914, was 1,417,242.

Of this circulation, less than 5% consisted of exchanges, advertisers' copies, canvassers', etc.

Yours very truly,

Reelwaterhouse & Co.

The Butterick Publishing Company continues its guarantee of an average monthly net circulation of not less than 1,400,000 for *The Butterick Trio*, for the calendar year of 1915. Exchanges, advertisers' copies, etc., are not to exceed 5% of the total. The essence of the Butterick guarantee is that if the circulation falls short of this stipulated average, a pro rata rebate will be made to each advertiser affected.

# The Butterick Trio

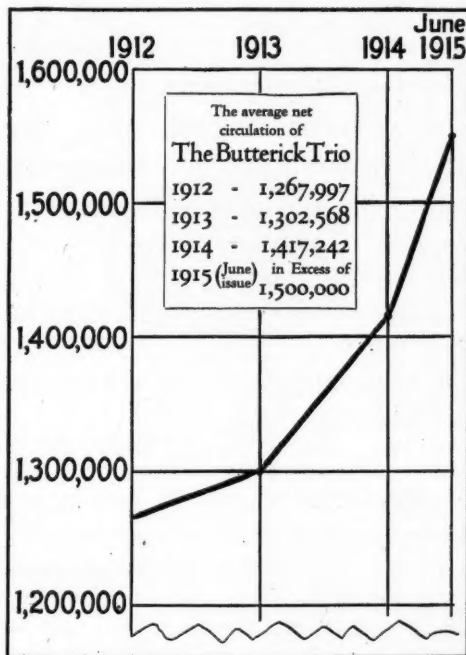
For the Issue of June, 1915

The Delineator . . .	912,000
The Designer . . .	369,000
The Woman's Magazine	<u>330,000</u>
The Butterick Trio .	1,611,000

The figures quoted above are gross.  
Estimated on the basis of past experience  
the net figures will be  
in Excess of 1,500,000.

# The Butterick Trio

for the last Four Years



THE BUTTERICK PUBLISHING  
COMPANY

NEW YORK

CHICAGO

BOSTON

Member A. B. C.

## "The Spirit to Reach Out After New Things"—

it is this initiative which sends country people to towns and cities to buy.

Advertising in farm papers can be made to pay even where a manufacturer does not have 100% distribution in crossroads stores. Be reasonable—did anybody ever hold off advertising to city people until he had perfect distribution? Well, then! Observe that you can get your goods on sale in cities and towns by magazine advertising, but to get farmers to buying *your* line you'll have to use what they read—the farm papers—preferably The Farm Journal.

In the 29 states where you will necessarily do most of your selling (because that's where the most of the buyers and the most of the dealers are now) you'll find 89% of The Farm Journal's circulation.

For covering this rich sales territory The Farm Journal is preëminent. You can't possibly get together a list of state farm papers that matches up to us—we know because we've tried to buy space in which to advertise The Farm Journal itself.

Get busy, then, in THE FARM JOURNAL. July closes June 5th.



## Making a "Survey" of Possible Demand and Developing It

### How to Go About It Suggestively Shown in a Successful Ice-cream Campaign

By Cameron McPherson

**D**URING the last week of April, fifty per cent more ice-cream was eaten in Chicago than during the same week last year. Since the opening of the season the normal consumption has increased over twenty per cent, according to manufacturers' figures, and it is believed that before the warm weather disappears Chicago's per capita consumption of ice-cream will exceed the two-and-one-half-gallon mark of other centers. In this case the three-million-gallon output of last year will, through newspaper advertising, jump 600,000 gallons in one season.

But even if the early average shouldn't hold, and the expectations of the manufacturers be not realized, the advertising campaign is none the less interesting. As an example of what can be accomplished by the proper use of facts obtained from a preliminary market analysis or survey it is suggestive to advertising men in every line of business. But the story of the campaign will be especially helpful to those who are interested in getting together competitive advertisers with a view to starting co-operative trade-extension work.

Theoretically a co-operative

campaign is simple. As a matter of fact it is very complex, as anyone who has ever tried to promote one knows. There is always that troublesome problem of getting together conflicting and warring interests. It is hard to show a pro-rata gain, and usually difficult to prove profit in proportion to investment, for in co-operative

work the prestige and good-will value of the advertising is usually lost. But all these obstacles, as well as others brought about by the nature of the product and market, seem to have been overcome by J. R. Hamilton in this ice-cream campaign.

## GETTING THE BASIC FIGURES

Mr. Hamilton was at one time advertising manager of Wanamaker's. His training under Mr. Wanamaker taught him to observe certain principles which many of us overlook in planning campaigns. First it should be determined if the product will respond to advertising, then a survey of the market

should be made. Mr. Hamilton realized that facts and figures were the only things that would influence the type of men he must approach and cause them to invest money in advertising. These



Chicago ate three million gallons of Ice Cream last year.

The way the people are eating Ice Cream is amazing. Four years ago the United States consumed fifty million gallons. Last year we consumed TWO HUNDRED AND FIFTY MILLION GALLONS. And Food Experts tell us that this is not a spendid to what we are going to eat.

The reason is simple... People are finding out how good it is, and they are using it as a daily food instead of as an occasional luxury.

When children eat pine and heavy pastries at night they see about like a row boat in a storm. When they eat Ice Cream they sleep like a rock and the same is true of no grown-ups. For Ice Cream is easy to digest, and the rich pastries take hours and hours.

People eat Ice Cream on the coldest days, and soon after feel vigorous and warm. The basis of Ice Cream is sugar and cream, and these two so quickly join heat that you are warm all over before you know it. Children have always known this and grown-ups are finding it out. Many a time you have seen children eat Ice Cream and then go romping in the snow.

\* The food value of Ice Cream is also startling. A quart of ice cream has the same food value as a whole pound and a half of round steak. This doesn't seem possible, but it's true. It has the same food value as a whole gallon of oysters; as 4 pounds of potatoes or 11 pounds of cabbage.

At the lowest cost it gives us one of the highest food values known. Its proteins and masses are tissue builders while its sugars and cream furnish heat and energy and these are the things that count—LIFE.

And, lastly, you can now be assured of its purity, of its quality and of its civeliness. Every big Ice Cream plant is constantly under three inspections. First by the Chicago Board of Health, next by the State Factory Inspectors, and then by the Illinois State Food Commissioner, who are not only responsible for its purity and the sanitary conditions under which it is made, but who also must know every ingredient that is used, and who see that every gallon must contain a certain high percentage of pure cream.

And this is one of the main reasons why people are now calling Five Hundred per cent More Ice Cream than they did five years ago.

So order your Ice Cream to-day. You are in the center of the world producing country of the nation, and it is the cheapest food you can buy. But also it is the purest food you can buy—the highest in quality.

And after you have eaten all you can because of its food value and its cheapness and its digestive quality, then order another plate because you like it.

Here is one case where that which seems good is good.

\* All cases were treated equally under the provisions of the Ontario Health Insurance Act.

TYPE OF EDUCATIONAL COPY IN  
THE NEWSPAPERS

figures must absolutely prove that the consumption of ice-cream could be increased to a point where it would pay these manufacturers to appropriate a certain percentage of their gross for a year's campaign. Unless the matter could be put before them in that light it was better to discard the idea at the outset.

"The first thing to investigate," said Mr. Hamilton to a representative of PRINTERS' INK, "is the advertisability of the product. The rule for this at Wanamaker's is to gauge the natural demand. It is usually safe to figure that a product which people come into the store to buy *voluntarily* in ever-increasing numbers is a good article to advertise. It is the old maxim that it costs less to sell the people something *they* want than to sell them something *you* want them to buy.

#### THE TEST FOR ADVERTISABILITY

"The government figures showed that the natural increase in the consumption of ice-cream in the last four years had been 500 per cent. This increase had not been forced, because with a few scattered exceptions ice-cream had not been aggressively advertised. So then, in ice-cream we had a product which answered to the merchandising rule so far as advertisability is concerned. Now what was the market condition in Chicago?

"Here again government figures helped me. I found the per capita consumption in Chicago about one and one-half gallons as compared with the two-and-one-half-gallon average of other cities. I also found that the percentage of increase of consumption in Chicago had been less than in other cities. So evidently the market was right. But there must be a reason for everything; why had Chicago fallen behind in the consumption of ice-cream?

"To find this out I undertook a trade investigation and called on several hundred druggists and dealers. This survey developed the fact that there was a general lack of knowledge as to the food value of ice-cream by those who

sold it, and that instead of being sold and eaten largely as a food it was marketed in Chicago as a luxury. This took me to the offices of the Illinois State Food Commission, which gave me much valuable data about the food value of ice-cream. For example it prepared an analysis which proved that a quart of ice-cream has the same food value as a pound and a half of round steak, as a whole gallon of oysters, as four pounds of potatoes or eleven pounds of cabbage. Further analysis developed that ice-cream, being rich in proteins and caseins, is a great tissue-builder, while its sugar and cream furnish heat and energy to the body, thus making a well-balanced ration. This was all interesting; all ammunition which would come in mighty handy later on.

"In getting around among the housewives I gathered figures as to the percentage which allowed their children to have all the ice-cream they wanted. This line of questioning brought out another important reason for the hindered increase in consumption of ice-cream—the average mother labored under the delusion that anything the child liked was bad for it. It was a hand-me-down from the old Puritan theory that there should be no joy in life; that what we liked to do we should carefully refrain from doing. Here was a consumer condition that needed correction.

#### HOW MAKERS WERE APPROACHED

"Armed with these facts about Chicago trade conditions, I secured an interview with the larger manufacturers. I pointed out to them that their present sales methods were incomplete. They were simply switching portions of a stationary demand from one to the other. They were engaged in a price war that was taking them down instead of up. Price-fighting, I argued, was akin to prize-fighting in that somebody always got knocked out. It usually led to cutting prices and then cutting quality, repeating the process until the inevitable happened. A more logical way was to get together

and increase the local per capita consumption of ice-cream. My figures proved that Chicago was not eating its share of ice-cream, and the investigation showed that the reason it was lagging behind was due to ignorance. Educational methods of selling must take the place of price-cutting, and then the rest would come easy."

Six of the leading manufacturers, making 80 per cent of the possible output, fell in with Mr. Hamilton's plan. The six who carried the load were McBride Brothers & Knobbe, Cloverdale Creamery Company, Hydrox Company, John T. Cunningham, Thompson & Company and Anderson & Goodman Company, all of Chicago. These manufacturers appropriated \$10,000 for a newspaper campaign, using all the Chicago papers. This initial appropriation was to be increased to \$50,000 if results were forthcoming.

"The first difficulty which we met after getting under way," continued Mr. Hamilton, "was that the manufacturers on the outside—the 'twenty-per-centers' we call them—attempted to steal our thunder. One of them went so far as to send out letters to the trade telling dealers to paste the ads in their windows. When we became aware of this the question came up of signing the ads, something which we had not done for fear it would create a wrong impression with the public, and because we did not want to unnecessarily antagonize the other manufacturers. But the difficulty was met in an even more effective way.

#### SHUTTING OUT THE TWENTY-PERCENTERS

"A window-paster was designed and furnished to dealers who sold the ice-cream of manufacturers participating in the campaign. This window-paster was copy-righted and a notice was printed on it forbidding the use of the card or design without authority. Then space was bought in trade papers with large local circulations. In this space the names of

the six concerns which were footing the bills were published, with a request for co-operation. Of course, this was a delicate thing to do, without giving the impression that we were a combination of big manufacturers out to 'get' the little fellows, but the copy used not only accomplished its purpose so far as preventing the 'twenty-per-centers' from capitalizing our efforts, but

**EAT MORE**

**It's Good For You**

There are thirty per cent less babies being born in this generation. But there are forty per cent more babies being raised.

The birth rate is low, but the death rate is lower.

Women are studying their children's stomachs as well as the color of their eyes; and the result is there are more husky little rascals and fewer pallid little angels.

In this kind of weather, when stomachs get out of order easily, it is a good thing to feed children plenty of Ice Cream.

Ice Cream is high in food value, easy to digest and cool on the stomach. Let the children have all they want. It's good for them.

Ice Cream is as Good as It tastes.

ONE OF THE WINDOW PASTERS

also brought a marked response from the druggists." The copy was as follows:

These are the six firms who are spending ten thousand dollars in the ice-cream advertising campaign which you see running in the newspapers.

They are spending it to build your ice-cream business and they are willing to spend forty thousand dollars more if the druggists and other ice-cream dealers of Chicago will co-operate.

Be sure that you buy your cream from one of these six firms. It is the only fair thing to do.

If this campaign continues a year, it will double your ice-cream business.

But it won't continue unless every druggist co-operates.

Don't wait to be solicited. Pick up your telephone and call up one of these six firms now. Tell them, as a member of the C. R. D. A., that you appreciate what they are doing for the druggists of Chicago and want to show your appreciation by giving them your business.

In the newspaper copy itself the

facts which were used to line up the manufacturers were put to work lining up the consumer. The opening ad, which took up fifteen inches across three columns, exploited the fact that over 250,000,000 gallons of ice-cream were eaten in the United States last year. Then it went on to show why. Considerable space was given to its food properties and also to the improved sanitary conditions under which it must now be made. "And after you have eaten all you can because of its food value and its cheapness and digestive quality," urged the copy, "then order another plate because you like it. Here is one case where that which tastes good is good."

The following ads—smaller in size—reviewed the situation, capitalizing the same facts. Throughout the campaign the use of concrete argument was most noticeable, and therein undoubtedly lies its effectiveness. In fact the whole undertaking is a striking demonstration of what can be done through a careful digging for facts and then using them to best advantage. There are any number of other products, about which equally startling facts might be obtained, and which might be exploited through a similar co-operative campaign. There is no question that the modern tendency in business is along co-operative lines, and business men are coming to realize that co-operation will accomplish more than destructive price-fighting. This condition lends itself to campaigns designed to increase the per capita consumption of a product, such as Chicago's "Eat More Ice-Cream" campaign here outlined.

### Marshall Cushing Dies

On May 12 occurred the death in New York of Marshall Cushing, aged 55 years. At the time of his death he was editor and publisher of *How*, a magazine for manufacturers. Mr. Cushing was the founder of the *Washington Times*, and had been associated with the editorial staffs of the *Boston Globe* and *New York Press*. For some time he was secretary of the National Association of Manufacturers. He was private secretary to John Wanamaker when the latter was Postmaster-General.

### Study New Photochrome Process

Before the Graphic Arts Group of New York, on May 12, Dr. Nathan T. Reers, of Brooklyn, showed and explained a series of negatives in pairs secured by a new photochrome process with which he is experimenting in the Brooklyn Hospital for the purpose of obtaining accurate color records of pathologic skin conditions.

The primary advantage of the process is that it calls for only two plates instead of three. Two negatives are secured, one taken through a green filter and afterwards dyed green, and the other taken through a red filter and afterwards dyed red. The third primary color element is supplied by the yellow of the artificial light—nitro-tungsten—employed both in photographing and in the illuminating box. The effect of the two plates is slightly stereoscopic and very lifelike in color, values and definition. There is an entire absence of granulation.

The photographs can only be obtained indoors as yet. They require a special camera and specially sensitized plates. After exposure, the plates are developed, bleached and dyed. They can be manipulated freely. The dyes can be washed off, and strengthened or weakened according to need, and for a part or the whole of the plate.

Experiments are being conducted to reduce the process to one exposure instead of two and to transfer it to paper.

The meeting was attended by eighteen members and was preceded by a luncheon at the Salmagundi Club.

### Death of David McLean Parry

David McLean Parry, ex-president of the National Association of Manufacturers, died on May 12 at his home in Indianapolis, aged 64 years.

Mr. Parry had a diversified business career. Early in life he was admitted to the bar, then he was a reporter on the *New York Herald*, editor of a Montana newspaper, and in the early eighties owned a chain of hardware stores in Indiana. Later he built up a vehicle business in Indianapolis, which became the largest of its kind in the world.

He founded the Overland automobile business, and it is stated gave Henry Ford his first financial assistance. He was heavily interested in the Motor Car Manufacturing Company.

In 1903 he was elected president of the Industrial Association of America, the predecessor of the National Association of Manufacturers.

### Tilton S. Bell With the Munsey Co.

The Frank A. Munsey Company has appointed Tilton S. Bell New England representative of *Munsey's Magazine*, *Argosy*, *Railroad Man's Magazine*, and the *All-Story Weekly*. Mr. Bell's headquarters will be in Boston.

## Regional Advertising for an Auto-truck Manufacturer

**Sales Are Wanted Where Branches Are Located, Hence Newspapers Are Used—Local Flavor Given the Advertisements by Illustrations of Trucks Bought in the Home Town**

**C**ONCENTRATED newspaper advertising, with specially prepared copy and distinctive illustrations for different localities, is the feature of the campaign for Autocar motor-trucks which distinguishes it from other motor-vehicle advertising.

The Autocar Company has been making motor-trucks at Ardmore, Pa., for many years, as time is reckoned in this highly geared business, but its officials believe, nevertheless, that the industry is but in its infancy. This refers to the motor-vehicle business in general, and not merely to the Autocar portion of it. It is for this reason that they have confined their sales practically to cities and territories in which they have established branch houses.

"In order for any motor-truck manufacturer to be ultimately successful it is absolutely essential that he educate his customers on the proper use of commercial vehicles and render them a most efficient after-sales service." This was the policy of his house explained by H. M. Coale, sales manager of the Autocar Company. He added: "We do not believe that the dealer is in shape to do this, at the present stage of development of the industry; hence we devote our sales energy to sections where we have our own houses."

The Autocar Company has been advertising quite successfully—still keeping the idea of concentration in view—in the trade papers of various industries, such as the coal trade, bakers and brewers. With this exception the advertising has been mainly in the newspapers in districts where branches are located.

### LOCAL ATMOSPHERE IN ILLUSTRATION

"This newspaper advertising," said Mr. Coale, "is for the purpose of creating inquiries, but mainly to convince the man who has made up his mind that he needs a motor-truck to buy it now—and to buy an Autocar. The basis of the copy is a snapshot of an Autocar truck in every-day work for its owner. Cars are

THE WORK AUTOCAR DELIVERY VEHICLES ARE DOING



Department stores that provide their customers with first-class delivery service are usually found to achieve this result with Autocar Motor vehicles, made by the Autocar Company, Ardmore, Pa. John Wanamaker owns 114 Autocars. Anyone interested in the economical improvement and extension of their business will profit by a visit to the Autocar Sales & Service Company, 23d & Market Sts., Philadelphia, or the works at Ardmore, where every opportunity is afforded to inspect the quality of material and skilled workmanship used in producing the Autocar. These cars are used in every line of business by over 3000 concerns.

NEWSPAPER DISPLAY SHOWS TRUCKS OF WELL-KNOWN FIRMS IN ACTION

shown plowing through snow or muddy streets, others in narrow streets or alleys turning where horses and wagons would have difficulty, coal and contractors' dump-cars loading or unloading, and what not.

"We have avoided the use of line drawings of the cars, realizing that the public knows that line

drawings can be made to represent conditions which do not actually exist. Instead of these we have been using half-tones made from actual photographs without retouching. We sometimes get a poor newspaper cut, but it is one, nevertheless, that conveys to the mind of the public the fact that the picture is an exact reproduction of the car in actual service."

The illustrations are changed in each advertisement, and in the various cities photographs are shown of local cars. Occasionally, if the concern using the truck is of national repute, the same illustration is shown in all the territories. This would be the case, for instance, with the machine of the Coca-Cola Company, the Adams Express Company and John Wanamaker.

#### COPY, ALSO, IS LOCALIZED

The text which follows the illustration is necessarily changed daily, for it makes direct reference to the work of the car shown in the picture. In Chicago a truck was reproduced in the newspaper advertising showing a special arrangement of shelving and doors, followed by this copy:

"A style of body to suit any business—that is a fact lived up to by the Autocar Company, to the great convenience of Autocar owners. The Autocar (shown above) owned by George E. Dexheimer, dealer in high-grade confections, of Chicago, is a good illustration of body design to add facility to delivery of packages from a store on wheels. Everyone interested in the economical improvement and extension of their delivery service will profit by a visit to the Autocar Sales and Service Company of Illinois, 753-755 W. Jackson Boulevard, Chicago, a factory branch of the Autocar Company, Ardmore, Pa., where every opportunity is afforded to inspect the quality of material and skilled workmanship used in producing the Autocar. These cars are used in every line of business by over 2,500 concerns. Write for illustrated catalogue.

In New York, to cite another example, there appeared in one of the advertisements an illustration of an express truck bearing in plain letters the name "Freeman's Manhattan and Bronx Express" and beneath it this text:

Max Freeman's livery business fell off because his customers were using automobiles. Last fall he sold out at

a loss and decided to take up motor hauling. But funds were short and the outright purchase of a car was impossible—until he heard of a way to secure an Autocar motor-vehicle. Then, to use his own words:

"I went down to the Autocar Sales Company, got all the information and made up my mind to buy a car from them, on their term-payment plan. I paid a certain amount down (all I could get together), and gave my notes for the balance. It is now four months since I got the car. It has built up a nice business for me and earned enough to pay off my notes as they came due. I have not lost one day of work with the car, and the treatment I get at the Autocar-Sales Company is fine. I have done so well in my hauling business that I am about ready to buy a second Autocar before the summer begins."

The Autocar is modernizing delivery systems. Etc.

There are two indirect benefits derived from this kind of specialized advertising. One has to do with the good will of the Autocar purchaser who gets his name and a picture of his truck in his local paper. Every one of these men is pretty apt to become, then and there, a live booster for the Autocar.

The other indirect benefit comes from sending every member of the Autocar sales force in all cities proofs of each advertisement as it appears. In this way salesmen are all kept posted on what is being done in other cities, and very frequently, it is stated, they obtain selling points from the advertisements. A new avenue for prospective sales is quite likely to be opened in this manner.

The business of the Autocar Company for the last six months, according to Mr. Coale, has been larger, in the domestic end, than during any like period of its history. Newspaper report has it that sales have jumped 40 per cent in five months, and this is made up entirely of domestic business. The larger volume has brought about economies in production and distribution which have enabled the company to reduce the price of the chassis quite materially; and all of this is to be attributed, partially, at least, to the advertising.

The Philadelphia office of Albert Frank & Co. is handling the advertising of the Wilmar Peanut Butter in the Southern territory.





Not simply to prove to advertisers that we believe in taking our own medicine; not simply to fill up space in our publications; not simply to point with pride to our double page spreads in advertising publications.

But we *do* advertise to convince manufacturers that the railway field offers enormous possibilities; that it is responsive to a consistent advertising campaign; that every manufacturer can, at a reasonable cost, reach THE BILLION DOLLAR CUSTOMER, the American Railroads.

We talk circulation, classified and geographical distribution; we point with pride to our editorial efficiency; while our field and copy service has helped many concerns present their products in a way that appeals to the user.

Furthermore, we are now placing in every manufacturer's hands, in booklet form, the story of railway organization—absolutely vital to every concern who seeks railway business.

All this advertising has been educational; but take it from men who know, it brings results.

**That's why we advertise!**

**Simmons-Boardman Publishing Co.**

New York

Chicago

Cleveland

*Members Audit Bureau of Circulations*



deal to the kind of dealers he wants to sign up. Notice, he doesn't talk about his whole line, but he plans his letter (which is of the folder type with illustrated description on the inside spread) so that the dealer's whole thought will be focussed on the feature of this one part. To complement He writes on the "Cameo" letterhead of the department

write a letter to these prospective agents—and for that matter our agents as well—and tell them something about your work."

DESSNER TELLS HOW HE DOES IT

the advertising department special letterhead showing experimental office experimental side

J. I. CASE Plow  
Racine, Wis.  
Sales Dept.  
It is not so much to do to an article costs, but to produce? Case goods—nor high—but they sell for

Fake, for example  
The J. I. Case Plow,  
Plow,

"The Plow  
Think what  
Will he hesitate  
he realizes what  
horses that are  
Why, he could  
Case Sulky and  
season in horse-

Thousands of  
States are action  
toting the ton in  
some profit  
is worth the to  
dollars carefully  
the market  
repeats. One  
more, then  
ultimate  
W. was  
locumple-  
h. show  
st. a bad  
st. this  
wise.  
vill

One then  
more, then  
ultimate  
W. was  
locumple-  
h. show  
st. a bad  
st. this  
wise.  
vill

There  
plaining  
being hard  
pull' feature  
with him  
Then  
Thomas I ought to be able to see  
him one. I guess I will look into  
it." But just as he is about to  
sign the card a customer may  
come in and the matter is forgotten.

But the sales manager has provided for such an emergency. He has had a talk with the man who made this plow possible—the chief of the designing and experimental department. "I want you to

write a letter to these prospective agents—and for that matter our agents as well—and tell them something about your work."

But even if he doesn't, the message sinks in and he has a heightened respect for Case plows. All danger of rubbing his fur the wrong way by asking him why he had not replied to the first letter is eliminated, because so far as the dealer can see the two letters have no sales connection. This letter he reasons is from the man who designs the plows and he is likely to think, "a decent sort of chap, too. I will look him up

Advertising is as mysterious as a straight line.

You make good goods.

There's a man or a woman out in Kansas who wants them.

He or she doesn't know you make good goods.

Tell them.

George Batten Company  
Advertising  
381 4th Ave., at 27th St.  
NEW YORK

Tremont Bldg.  
Boston  
208 S. LaSalle St.  
Chicago

PRAISE GARY'S STATEMENT.  
on Unemployment  
or Times Int.

Racine, I want to  
you. Have them  
the Experimental De  
meet you personally  
we do things. Just  
—that's what they call  
shops.  
Yours truly,

signing & Experimental.  
want to show you the Gold  
have me at the last Con  
surely a beauty

But even if he doesn't, the message sinks in and he has a heightened respect for Case plows. All danger of rubbing his fur the wrong way by asking him why he had not replied to the first letter is eliminated, because so far as the dealer can see the two letters have no sales connection. This letter he reasons is from the man who designs the plows and he is likely to think, "a decent sort of chap, too. I will look him up

# Marketing an Accessory

II—Press-agentry and "Forcing Methods" Found to Be Unprofitable

By Clarence O. Sacks

Advertising Manager, Gray & Davis, Inc., Boston, Mass.

ONE of the most popular forms of "putting over" an accessory is newspaper "publicity," and I use the word as applied to reading notices inserted gratis. In no other line (except the stage) is it possible to secure free notices in reputable newspapers, and these notices often occupy a column and are accompanied by illustrations.

Newspaper publishers tell us that this is the result of a condition which had its beginning when the automobile was first conceived, a new thing, a fad, and that it was then customary to describe everything pertaining to motor-cars as news just as was later done with air-craft.

All very logical and evidently true, yet the practice continues and grows apace. The question is, "Does this kind of advertising produce sales?" Personally I do not think so. In years gone by, good "publicity" undoubtedly generated a selling impulse, but its effectiveness has long since passed. Newspaper readers used to believe that this matter was news. They think differently now.

Your automobile advertising man looks at the situation in another light—"The other fellow does it, I must," is his argument, and he is quite correct. I do not for one minute discount the value to the manufacturer of seeing a two-column illustration of his horn, shock-absorber, or electric system in a Sunday issue, but I question the whole proposition on ethical grounds and as a modern selling force.

## RACING PUBLICITY MORE SUBDUED

The trend of the accessory business, as well as its stabilization, has changed this sort of thing, just as it has altered the value of advertising which resulted from automobile races, tours, and shows.

There was a time, when, pre-

vious to a big race, manufacturers of tires, lubricants, rims, speedometers, magnetos, etc., would fight for the privilege of equipping a racing car with their product. This plan is still followed, but in a very subdued manner, because races are not quite so conspicuous as in former years. It used to be the custom to offer large prizes to the drivers of winning cars equipped with such-and-such a magneto, tire, or accessory. After the race advertisements appeared—

## Dragon Car Wins EQUIPPED WITH Such-and-Such

followed with a florid testimonial by the driver.

I well remember that just before one Vanderbilt Cup race, the advertising men connected with three speedometer companies besieged the quarters of the most likely racing team all night, begging and pleading that their respective instruments be installed. But the practice has been practically discontinued for the reason that the novelty and effectiveness of this kind of advertising has vanished.

The same methods were applied to tours in the early days. Then the one desired goal was to have your tires or oil or speedometer on the winning car. But as the victorious contestant usually carried several accessories, the plan naturally defeated itself.

There were so-called "stunts" engineered simply to gain publicity. The most successful of these was the race around the world won by the "Thomas Flyer." It gained much notoriety for the car, that is all. The race is forgotten, whereas consistent, hard-hitting copy would be making sales to-day. In the light of past experience, it would seem that racing, tour, or "stunt" copy is not

effective and offers a good excuse for wasting money.

One of the most interesting merchandising experiments ever attempted in the accessory industry was inaugurated some years ago by the United Manufacturers, a selling organization dealing in Jones Speedometers, Weed Chains, Non-Fluid Oils, Connecticut Coils, Soot-Proof Plugs and Automatic Windshields.

The plan is outlined here, because it is unusual in the accessory business and on the surface has the ear-marks of success, but the result was far from satisfactory and may serve as an example of what not to do.

The United Manufacturers began with a campaign in the big weeklies and several standard magazines. The first copy contained a story on all the products. Subsequent copy was devoted to one product per page, listing the complete line at the bottom.

A slogan contest followed, \$500 in prizes being offered for the best slogan descriptive of the combined accessories, the purpose being to collate a list of interested owners. Over twelve thousand replies were received, but a close follow-up resulted in very weak response. Undoubtedly the contest created interest, but proved to be negligible as a selling force.

#### CO-OPERATIVE FORCING OF SALES DID NOT PAY

About this time a crew of eighteen salesmen was collected, placed in charge of a capable manager and sent out to cover the principal automobile centers of the country. This crew would arrive in a city, laden with a supply of samples, etc., and simultaneously with their arrival, United Manufacturers newspaper advertisements would appear in the local dailies, each ad devoted to one accessory, and each piece of copy dealing with a different accessory.

The salesmen would then visit every supply store in the city and outlying towns. The large dealers were entertained and shown the line at the leading hotel. As soon as the dealers were taken care of,

members of the crew made a canvass of individual owners as per the registration lists. Where orders were taken discounts were adjusted with the dealers.

Later, this scheme was modified by placing a big display of U. M. products in the largest store in each city, calling the exhibition an "Accessory Show," and inviting owners, etc., to attend. Consistent newspaper copy followed every move of the selling crew. This plan and all its details was faithfully followed for five or six months. It stimulated sales in various localities, it greatly increased interest for the time being, but when the crew had gone, there came a distinct reaction similar to the noticeable silence which occurs after a brass band has passed down the street.

Forced sales are not healthy sales and this merchandising effort was a forced effort. Some time later, the United Manufacturers, as a selling organization, dissolved, just why I am not prepared to say, for the company handled excellent products, some of which now lead in their respective fields.

There has always been a tendency in the accessory business to advertise direct to the motorist. The question of *direct circularization* is debatable. Many manufacturers circularize and spend large sums to place their story "in the hands of the owner." It is a merchandising method actively followed at the present time. Let us analyze this class of advertising.

In years gone by, when there were few cars and fewer accessories, the manufacturer could send a catalogue, circular, or letter to a registered owner and stand an even chance of having his message opened and read. It was effective advertising and when well handled brought excellent results.

To-day, there must be twenty-five makers of equipment using this sort of appeal at least once during the year. If you own a car, it is unnecessary to call attention to the large number of circulars, folders, etc., which reach you daily. One message reduces the effectiveness of the other. Finally in desperation you cast aside this

Because we have emphasized so much the fact of the remarkable success of Leslie's "rated sales" circulation method—a part of which is an average of 1,238\* new subscribers each week of Bradstreet's and Dun's rating—perhaps you have missed the fundamental thought back of that fact.

The fact that 64,377 men of Bradstreet's and Dun's rating were added to our list of yearly subscribers last year, is rather striking proof that we have in Leslie's a periodical which men like this—conservative, practical, successful people—want to have in their homes to read themselves and have their families read.



The "rated sales" plan is our method of getting them to *know* they want Leslie's. In Leslie's Illustrated Weekly Newspaper itself is the *reason* they want it when they get to know it.

*Current editions 425,000—and growing.*

LUTHER D. FERNALD, ADVERTISING MANAGER

# Leslie's

*Illustrated Weekly Newspaper*

Boston New York Chicago

\* The average for the last 18 weeks is 1,305.

## A BIG SALESMAN

The American Magazine has been built on the faith and respect of substantial people.

That is why its circulation and influence are growing steadily.

That is why it is a big salesman for substantial advertisers.

*The* **American**  
Magazine

381 Fourth Avenue, New York  
LEE W. MAXWELL, Adv. Manager

*Editions now more than 470,000*

multitude of printed matter and fail to open the covers.

If, on the contrary, you received but *one* circular, the selling talk might be driven home. But you don't. It is an avalanche. I would advise against direct advertising as a vehicle for selling accessories. It is well to remember that the waste-basket has a yawning mouth.

Further, suppose one salesman pays you a visit. You may be impressed with his proposition. If ten call, in one morning, offering the same article, with similar phrases, each discounts the talk of his fellows and, combined, they exhaust your time and patience. This argument applies to direct advertising.

With supply dealers, the subject takes on a different complexion. These men, as a rule, open and read *attractive* circulars, for here it is a case of buying to sell, and among the lot of folders may be one containing a profitable proposition. Hence, dealers read them and are responsive. I have found a high-class folder directed at the supply man of inestimable value—but it must be attractive and well printed.

#### DO THE SHOWS HELP?

The automobile shows are looked upon in some quarters as being a medium for effective advertising. Undoubtedly they exert a certain amount of influence for the maker of parts as well as the maker of cars. Accessory manufacturers thus have an opportunity to display their wares, to come in contact with car-owners. But of the immense number of people who attend these exhibitions, only a small percentage are vitally interested. The large majority visit the shows because it is "some place to go." And besides, viewing a variety of the same type of accessory nullifies the advantages each may have and bewilders the visitor.

However, there is a feeling among manufacturers that the shows, from an advertising standpoint, have seen their best days.

Motor-car owners are amenable to word-of-mouth advertising, per-

haps more so than any other group of men. If you succeed in selling an owner *once* and your equipment is efficient, he is quick to tell his brethren. If, on the contrary, he has suffered misfortune with a product, he will spread the news broadcast, and it takes a great deal of advertising to overcome the damaging effect. That is one reason why accessory builders should make every effort to produce the best possible product.

There seems to be a fraternal comradeship among operators of cars, and they are prone to swap experiences with "this, that or the other thing," and further, the owner is a "bug" on his favorite subject and an omnivorous copy reader.

As evidence take the Vacuum Oil copy, which is usually composed of solid reading matter with but little display. Engine oil is a difficult subject to advertise. First, there are few distinguishing characteristics. One oil looks pretty much the same as another. So much oil is handled in bulk that while you may ask the garage-man for "Greaseum's," you have no means of knowing whether you receive what you demand. The opportunity for substitution is great. The solution here is the individual package and educational propaganda to the supply-man, to impress him with the advantages of selling high-quality lubricants instead of inferior substitutes.

The Vacuum copy is the result of a thorough analysis of lubrication. This campaign is truly educational and helpful. Here we find advertisements dealing with lubrication facts and pointing out paths to engine efficiency and economy. At first glance, the copy expert is apt to say, "Too much talk. They won't read it." But "they" *do*. The campaigns of the past two or three years have enormously increased the Vacuum Oil business.

In practically all of this advertising the reader will find a table listing various cars and stating that the company makes a particular kind of oil for each car. This individualizes copy. It strikes a different note. It has a direct ap-

peal. I believe that here the underlying thought has had much to do with success, for previous to the coming of this advertising, the "oil copy" writer confined himself largely to vague statements as to quality, non-carbonizing effects, long life, etc., arguments which can be easily adjusted to any lubricant by merely changing the trademark.

So we find that a *distinguishing* characteristic is valuable—some real concrete "reason why." This is pertinent to all accessory advertising and the writers thereof should not fear too much copy if they have a genuine message to tell.

#### DWELLING SUCCESSFULLY ON THE "QUALITY" NOTE

Speaking of characteristics as applied to accessory advertising, it would seem that the Warner Speedometer people struck a successful keynote when they adopted the "Quality" atmosphere some years ago. Instead of dwelling on accuracy, on reliability, etc. (the argument of other speedometer manufacturers), Warner permitted the reader to *assume* that the instrument possessed these essential features.

The basis of Warner copy has always been, "The Warner Is a Badge of Quality." To carry this to its finality, double-spreads have often been inserted containing reproductions of society leaders, celebrities, royalty, etc., riding in cars equipped with the instrument.

The story has been dinned into the ears of owners to such an extent that its influence is felt throughout motordom. At first glance, the conception of the "Quality" idea is rather daring and for that reason worthy of mention. Yet, does it not revert back to a *distinctive* characteristic, a "reason why"?

Accessory manufacturers sometimes endeavor to develop the market by intensive methods. For illustrative purposes, I will mention a rather unusual campaign instituted two years ago by one of the tire companies.

The advertising manager, realizing that many boys and youths

ride bicycles, set out to sell these boys tires for their machines. But not with the usual kind of copy. This man felt that among these boys he would find sons of fathers who owned automobiles. So he endeavored to kill two birds with one stone and this is the way it was done.

Twelve stories were written, containing copy and illustrations to occupy one page in one of the young people's magazines. The text, closely typed, resembled the magazine contents in style, make-up, etc.

The stories told, in a simple manner, how "the little brown men" went into the rubber forests of South America and at great peril secured raw rubber. How this rubber was taken to seaports, loaded on steamers and brought to the United States and sent to the big factory at Akron. How the bicycle and automobile tires were made, etc., etc., all recounted in an attractive manner. One subject was treated in each issue.

Now, the little nubbin at the end of these stories ran as follows:

"When you get new tires for your bicycle, buy United States Tires. If your father owns an automobile, ask him what tires he uses."

This was the only hint at advertising, and the stories were inserted, once every month, in all of the better "boy" publications. Rather an ingenious idea.

Too many of us fail to realize the value of the boy's field, and it is a fertile field, for youths of this moment are men with purchasing power a few years hence. Their minds are pliable and subject to advertising direction, and there is little competition. A considerable amount of motor-car copy is finding its way into this class of publication and rightfully so.

There is the question of new outlets for the manufacturer, notably the hardware trade. Many excellent concerns in this business are large purchasers of automobile supplies. Some communities lack adequate motor-car supply stores, but it is indeed a small town which does not support a



Today's  
*Magazine for Women*

*is Essentially a Magazine of  
Practical Departments*

Because it prefers to serve rather than entertain.

Because serving the reader, best serves the advertiser.

Because facts are often as strange as fiction and can be made as interesting.

Because TODAY's wants to become more and more an institution in the family, not merely "something to read."

Because in departments, more "meat" can be concentrated into a limited space.

Because useful information is what 800,000 substantial women, selected with some care, prefer.

Because there are far fewer good, practical papers than those with a fiction appeal. It is easier for publishers to supply stories and to secure a transient, fiction-loving following.

Because serious-minded subscribers form a more permanent and in every way better public for advertisers than an equal body of frivolous, entertainment-seeking women.

# Canada or South America?

**C**ANADA will repay cultivation by the American manufacturer quicker and better than other foreign markets—and for these reasons:

Canada is a next-door neighbor, with rail and water transportation facilities highly developed. There are no physical obstacles in the way of doing business with Canada.

Canada's requirements are practically identical with those of the American people. Goods for the Canadian market require no alterations or modifications—an economic advantage.

Canada's language and currency are those of the United States. Printed

matter prepared for the United States serves for Canada.

Banking facilities between the United States and Canada are complete and soundly established.

Already 75% of Canada's imports come from the United States. This shows the favor American-made goods enjoy in Canada.

Trade-mark troubles as between the two countries are non-existent.

All these considerations indicate that Canada offers the minimum of resistance to the American manufacturer seeking to develop foreign trade.

## Make It Canada First

Publishers of the undernamed daily newspapers are ready at all times to provide trade reports and other service of value to advertisers contemplating going into the Canadian field. For rates, circulations, and other desired particulars, communicate with the publishers direct, or with their U. S. A. representatives.

	NEW YORK	CHICAGO
TORONTO TELEGRAM.....	VERREE & CONKLIN, 225 5th Avenue	VERREE & CONKLIN, Steger Building
OTTAWA FREE PRESS.....	CHAS. H. EDDY CO., 5th Avenue Building	CHAS. H. EDDY CO., Peoples Gas Building
OTTAWA JOURNAL.....	La COSTE & MAXWELL, 45 W. 34th Street	La COSTE & MAXWELL, Marquette Building
MONTREAL GAZETTE.....	JOHN SULLIVAN, 5th Avenue Building	H. De CLERQUE, Mailers Building
MONTREAL LA PRESSE.....	THE W. J. MORTON CO., 5th Avenue Building	THE W. J. MORTON CO., Tribune Building
HALIFAX HERALD & MAIL (A.B.C.)....	DIRECT	DIRECT
VANCOUVER PROVINCE (A.B.C.).....	LOUIS KLEBAHN, 1 W. 34th Street	H. De CLERQUE, Mailers Building
EDMONTON BULLETIN.....	JOHN SULLIVAN, 5th Avenue Building	A. R. KEATOR, 601 Hartford Building
REGINA LEADER.....	LOUIS KLEBAHN, 1 W. 34th Street	H. De CLERQUE, Mailers Building
WINNIPEG FREE PRESS.....	LOUIS KLEBAHN, 1 W. 34th Street	H. De CLERQUE, Mailers Building
WINNIPEG TELEGRAM (A.B.C.).....	VERREE & CONKLIN, 225 5th Avenue	WALLIS & SON, 1st Nat. Bk. Building
LONDON FREE PRESS (A.B.C.).....	D. J. RANDALL, 171 Madison Avenue	ELMER WILSON, Tribune Building
TORONTO GLOBE.....	VERREE & CONKLIN, 225 5th Avenue	VERREE & CONKLIN, Steger Building
QUEBEC LE SOLEIL.....	GEO. B. DAVID, Inc., 171 Madison Avenue	GEO. B. DAVID, Inc., 601 Hartford Building
ST. JOHN TELEGRAPH.....	F. R. NORTHRUP, 225 5th Avenue	F. R. NORTHRUP, Advertising Building

**IN CANADA USE THE DAILIES**

hardware dealer. Therefore, remote places as well as large cities can be effectively covered through this channel. These dealers are a logical interlocking force and certainly worthy of attention. As a skilled retail salesman is not essential for selling motorists, manufacturers need not question their ability to properly handle automobile products.

Hardware dealers are inclined to carry staple accessories, products in constant demand. Many concerns in this line have begun with small stocks and now conduct extensive operations in automobile equipment.

With the launching of a new industry, it was only natural that many mistakes were made in the beginning. The rough spots have been ironed out. Experimental methods, stunts and guesswork have given way to safe and sane sales promotion. Accessory merchandising and advertising of the present day equal in efficacy the plans pursued by old-established and successful lines in other fields.

### "Each Cigar In Its Own Humidor"

The "El Dallo" cigar is now being advertised in experimental page copy in the *Baltimore News* and in smaller space in other cities. The feature that distinguishes the cigar from the majority of brands is thus stated in the advertising:

"As soon as an El Dallo cigar is made it is wrapped in a foil and tissue-paper wrapping by a machine invented by one of our own firm and exclusively in our possession. It is never again touched by human hands until the smoker unwraps it."

### More Life Underwriters to Advertise

The Life Underwriters' associations in Louisville, Ky., and Dayton, Ohio, are preparing for campaigns of advertising similar to those inaugurated elsewhere. The members of the associations will be assessed to provide funds for the advertising.

### Brewers Association Tries Educational Campaign

The Philadelphia Lager Beer Brewers Association is running a series of educational newspaper talks on prohibition headed "Facts Versus Fallacies." The facts presented are secured from the United States Internal Revenue Department.

### Barrows' Address on Advertising

In an address on "Advertising Today" before the members of the Jovian League of Philadelphia, last week, Robert L. Barrows, of the Curtis Publishing Company, said that all manufacturers realize that advertising is the only means by which they can attain commercial supremacy. He pointed out that the American consumer is now the seat of authority, and as a result of advertising the manufacturer can no longer make what he pleases, or the dealer sell what he chooses, but what the buyer wants.

Mr. Barrows said that at the beginning of the twentieth century advertising took a great impetus. Manufacturers had begun to standardize then, and advertising began to be recognized as an important part of the industrial development. He pointed to the great strides made in the electrical industry as a result of advertising. He said that the automobile industry was founded on advertising. As a result, Mr. Barrows asserted, "both of these industries are gaining rapid headway every day and have got the message across."

Mr. Barrows quoted figures to show that in one case the business of a firm of clothing manufacturers had been increased from \$3,000,000 to \$15,000,000 in fifteen years through advertising. At the same time, he said, the selling cost had been reduced from 8 to 3 per cent.

### Sanitol Has Coupon of Its Own

The Sanitol Chemical Laboratory Company, St. Louis, has started a new selling scheme, which is advertised as "Sanitol Mile Cards" good for travel on any railroad or steamship line in the United States. With each package of Sanitol Tooth or Toilet preparations bought the dealer gives the customer a Sanitol Mile Card, which may be exchanged at that store for one mile of transportation, or, if the customer prefers, the mile cards will be redeemed by the dealer at three cents each.

### Butterfield Makes Business Change

Clinton D. Butterfield, for thirteen years manager of the Detroit office of Barnes-Crosby Company, of Chicago, has resigned to become president of the Wolverine Engraving Company, of Detroit.

### Joins Regal Car Co.

George Crittenden, formerly sales and advertising manager of the Krit Motor Car Company, of Detroit, is now in charge of the sales promotion department of the Regal Motor Car Company.

### Chas. E. Buck's New Connection

Chas. E. Buck, who recently resigned as assistant advertising manager of the Hupp Motor Car Company, has joined the Detroit office of Whitehead & Hoag,

## Exhibits Aim to Show Advertising Results

**\$15,000 Display at A. A. C. W. Convention Will Differ from Previous Displays Chiefly in That—Adaptation of Means to Find the Ideal Sought—Philadelphia After 1916 Convention**

**“YOU** will get your inspiration for better advertising and broader sales policies from the general and departmental meetings of the Chicago convention; you will get the actual ideas for improving and enlarging your own individual sales and advertising from the exhibit.”

In this way the chairman of the Exhibit Committee of the Associated Advertising Clubs of the World, Irvin F. Paschall, of the *Farm Journal*, sums up the significance of the exhibit at Chicago, June 21-24. “Bigger” and “better” are the two words Mr. Paschall applies to this year's exhibit. There are eighteen sections. The material used by large general advertisers will be shown; so will the copy and printed matter used by small retailers and manufacturers. The exhibit covers every sort and kind of advertising, every size of concern, almost every variety of work. It will cost \$15,000.

“The exhibit will differ from those of former years,” said Mr. Paschall, “in two respects: size—for the amount of really helpful material is much larger than ever before; and ideals—for this year's exhibit is planned not so much to extend the use of various kinds of advertising media, as to increase results to the advertiser.

“For instance, the printing section will show how various kinds of printed matter are used to make sales, as well as how different processes are adapted to different jobs. In other words, the printers hope to show you how to increase sales from a given investment, instead of suggesting an increased printing expense.

“And it is the same way all along the line—helping advertisers

get results is considered more important than helping them spend money.

“More distinctive features will be shown at Chicago than at any previous convention. For example, the agricultural papers will have a farm in operation—threshers running, separators going, windmills turning, everything moving.

“The newspapers will issue a daily paper for the exhibit—a combination house-organ and news sheet.

“During parts of each day there will be special music at the exhibit—moving pictures of the war, distribution of novelties, all sorts of things calculated to impress people with the idea that we exhibitors believe in advertising for ourselves and our exhibit.”

The exhibit will be held in the Gold and Elizabethan rooms, south end of Peacock Alley, Congress Hotel.

Philadelphia will be the first in the field for next year's convention. Under the auspices of the Poor Richard Club, the delegates from the Quaker City expect to land a special trainload or more of boomers in Chicago. They will be armed with an official invitation from the City Council and a personal plea by Mayor Blankenberg.

The departmental programmes have not all been completed.

## Conference on Printing and Newspaper Publishing

Increased advertising rates and plans for improved advertising are among the subjects to be discussed next week at a conference of Wisconsin editors, printers and publishers to be held at Madison. The speakers will include Isaac H. Blanchard, New York; W. J. Merritt, Chicago *Tribune* service bureau, and Prof. Merle Thorpe, University of Kansas.

## To Help Crocheters

The Thread Mills Company, Chicago, is advertising “Klostorsilk” in newspapers under a heading of “Klostorsilk Crochet Hints.” The copy is made up entirely of valuable information for women interested in crocheting. A detailed Klostorsilk Shopping List is published for the guidance of women in purchasing different sizes and colors in embroidering materials.

# Concentrated Fire

In old time warfare firing was mostly at random. To-day, they win attacks by concentrated fire.

In the old days in advertising, scattered insertions in many mediums was the custom. To-day, large insertions in concentrated lists is the custom of advertisers who have learned by experience.

The days of unproven numbers in circulation belong to the past. To-day, Audit Bureau investigations remove all doubt.

Just as advertisers are to-day concentrating with large copy in mediums of proven audits, so will they further enhance the value of their advertising by concentrating in mediums of real value—mediums which build their circulation on the exact basis on which LIFE builds its circulation.

For LIFE'S circulation figures ask the  
A. B. C.

For LIFE'S method of building its circulation ask us, or if you want to be shown, come in any time.

Ge. Bee. Are.

LIFE'S Advertising Manager, 31st St., West, No. 17, New York.  
B. F. Provandie, Western Mgr., Marquette Bldg., 1537, Chicago.

A GUARANTEE THAT IS A GUARANTEE!

# MCCLURE'S

guarantees

## 500,000

Average Net Paid Monthly Circulation

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The Audit Bureau of Circulations  
reports that McClure's actually  
delivered more than

## 504,000

(Annual Guarantee Period September to August)

---

McClure's is now printing

## 610,000

---

McClure's was the first general mag-  
azine to guarantee circulation—and it  
has *always* exceeded its guarantee.

A GUARANTEE THAT IS A GUARANTEE!

# The Ladies' World

guarantees

**1,000,000**

Average Net Paid Monthly Circulation

---

The Audit Bureau of Circulations  
reports that The Ladies' World  
actually delivered more than

**1,018,000**

(Annual Guarantee Period September to August)

---

The Ladies' World is now  
printing

**1,135,000**

---

The Ladies' World was the first woman's  
magazine to guarantee circulation—and  
it has *always* exceeded its guarantee.



## Main Street, Chicago

In hundreds of American cities the leading thoroughfare is called Main Street. There the people congregate, and there are the principal stores.

Chicago has a Main Street. It is not listed in the directory. It is not paved with asphalt or macadam. But it is the busiest highway in Chicago.

*Main Street in Chicago is The Daily News.*

—Where the people congregate.

(The Daily News is bought by more than four hundred thousand people a day—read by over a million. The Daily News sells more papers in Chicago than any other paper, daily or Sunday.)

—Where the principal stores are.

(The Daily News prints more advertising of local merchants in six days than any other Chicago newspaper in seven.)

*Advertise in The Daily News where the most Chicago people congregate and where they look for buying information.*

## The Chicago Daily News

The Main Street of the Market of Chicago

Over 400,000 Daily

# Mr. Ridgway Discusses the Causes of Something He Says Never Happened

"What Are the Causes Back of the Slump in Magazine Advertising" was the subject assigned to Erman J. Ridgway, president of *Everybody's Magazine*, at the Rochester convention of the Advertising Affiliation. Following is the full text of Mr. Ridgway's speech.

YOU are met together, as I understand it, to study and discuss advertising. To discover new ways of using this mighty, modern giant in the further development of your various businesses. To discover how you may make old methods more efficient. To discover wrong methods in order that you may discard them. As your committee will testify, I accepted with avidity your invitation to discuss the subject assigned to me, because I believe I shall be able to dispel some misconceptions about magazine advertising which have gained unwarranted credence during the past two years. As this is a business discussion, I shall not attempt anything literary, and the only scholarship I shall show will be borrowed from the Little Schoolmaster, who all unwittingly has been, I believe, the source of the hurtful misconceptions of which I shall speak. I have come to you with the idea that your annual convention is a forum from which a speaker may address all American business men who are interested in advertising, and I have no doubt that if I say anything worth a hearing, it will reach all whom I wish to reach, and I shall be grateful to your committee and to you for the opportunity which you have given me.

I bear the Little Schoolmaster no malice. I have gone to his school for years and profitably. So far as I know, he is impartial, unless he is partial to the magazines. When he decided to print his monthly record of the business carried in the magazines I have no doubt that his purpose grew out of a kindly feeling for the

magazines.<sup>1</sup> I could wish that he had loved us less, or loved the newspapers more; or that he could have loved us more and not made the record the misleading thing it is now. Where did your committee get the idea that there has been a slump in magazine advertising? Where did anybody who has that idea get it? Probably from the records in *PRINTERS' INK*. Those records have "slump" written all over them. But I say to you that according to my figures there has been no slump in magazine advertising. On the contrary, there has been a very distinct gain in magazine advertising. I believe the *PRINTERS' INK* figures are absolutely correct, but if they indicate on their face a slump in magazine advertising, when there has been no slump in magazine advertising,—they invite a misconstruction, which in the hands of competitors might be used to the disadvantage of the magazines. So obvious is the apparent slump on the face of the records that it would not be surprising if some of the magazine men themselves have been misled.

The records are incomplete. They do not tell the whole story.<sup>2</sup> They simply give you the number of lines carried by each magazine for each month. They show how a certain magazine is carrying fewer lines this month than it did the same month last year, but they

<sup>1</sup> *PRINTERS' INK* has a "kindly feeling" for all classes of "legitimate mediums," but it is not "partial" to any. This journal is published in the interest of its subscribers, the national advertisers of the United States of America.—[Ed. *PRINTERS' INK*.]

<sup>2</sup> Statistics never tell "the whole story." They must always be taken in connection with other facts. Our Summary corresponds to the stock quotations published in all newspapers. It is as unfair to blame *PRINTERS' INK* for a falling off in the magazine figures as it would be to blame the financial pages of the newspapers for a slump in Wall Street. All any paper can do is to print the facts as they exist, without fear or favor.—[Ed. *PRINTERS' INK*.]

completely ignore the consideration that the rate per line may have been very substantially increased during the year involved in the comparison. If I have been running a hundred pages at four hundred dollars a page and raise my rate to five hundred dollars a page, I can lose 4,500 lines a month and yet receive as much money as I did before. If an advertiser has an appropriation of two hundred and fifty thousand dollars a year and the magazines he is using increase their rates twenty per cent, the advertiser will have to increase his appropriation or cut down the number of lines.

You see how completely without significance the number of lines is, except when taken in connection with the rate per line.<sup>3</sup> For a long time before the war began, the total magazine circulations were increasing rapidly. The advertising rates were being raised and in the process of readjustment, the number of lines, as was inevitable, were going down, but according to my figures, and I believe they are right, the total amount of actual money spent in the magazines, so far from slumping, was jumping.

#### COMPARING CASH RECEIPTS

Take the Little Schoolmaster's records for the first four months of 1912. In these four months the weeklies carried 1,570,215 lines of advertising. Now in the first four months of 1914, the same publications carried 1,354,609 lines. That is a slump in the number of lines carried by the weeklies of fourteen per cent in two years. Now, let us look at the dollars. In the first four months of 1912, the amount of money paid by the advertisers to the weeklies was \$3,994,940. For the same four months in 1914, with fourteen per

cent fewer lines, the advertisers paid the weeklies \$4,213,687. That is a jump of 5½ per cent in the cash. Notice that while the number of lines carried went down 215,606, the number of dollars in four months went up 218,749. When you look at the records and notice that in four months the weeklies have lost two hundred and fifteen thousand lines of business, on the face of it, it looks bad for the weeklies, but when you discover that the advertiser has actually paid two hundred and eighteen thousand dollars more to the weeklies for the smaller space, instead of space in the weeklies having lost caste with the advertiser, the exact reverse is true. Space in the weeklies has greatly enhanced in value in the eyes of the advertiser. He is spending more money for less space. Why? Probably because of increased circulation. A significant factor completely ignored in the PRINTERS' INK records.<sup>4</sup>

In arriving at the dollars in this comparison and all the other comparisons I shall make, I have used the line rates of all the magazines, the line rates quoted for the months and years compared. In the time I had, it was impossible to get the actual amounts from all the publishers of all the magazines. The amounts are not important. It is the comparative showing we are after, and using the line rates for both periods seemed to me to be the quickest and fairest method. If there is any unfairness, it would probably favor the earlier periods.

I am using the first four months of 1914 for my comparison instead of the first four months of 1915, because it is impossible for any one to even estimate how much influence the war has had on advertising. According to the PRINTERS' INK records the number of lines of advertising carried in all magazines in the first

<sup>3</sup> To attempt to estimate the cash income of each magazine would be highly precarious. How could we know but that some of the ads in some mediums might represent exchange advertising, free deals, repeats for incorrect insertions, and so on? PRINTERS' INK prefers to deal with facts as they are known to exist rather than to enter the realm of the speculative and unascertainable. —[Ed. PRINTERS' INK.]

<sup>4</sup> PRINTERS' INK's subscribers are not in the kindergarten class. They know perfectly well where rates have been increased. We have no objection, however, to Mr. Ridgway reminding our readers of facts with which they are already only too well acquainted. —[Ed. PRINTERS' INK.]

four months of 1915 is about ten per cent under 1914. If that is all the effect the war has had on magazine advertising, it would seem to me that magazine advertising has established a new record for stability and merit, for what other business is there in this whole broad land—what business, I mean, not feeding directly on the war, that has lost only ten per cent of its trade? Unless I am the victim of a misconception even greater than the misconception about magazine advertising, the slump in general business due to the war is more than ten per cent. If it is more than ten per cent, and every man here knows what the facts are in his own line of business, magazine advertising makes a splendid showing in the comparison.

#### ADVERTISING GRAVEYARDS

May I digress a moment from the discussion of my main theme to say a word about another misconception which has grown up through the years concerning all advertising? A misconception which has done a great deal of harm to advertising and which will continue to do more and more harm, unless it is taken up seriously and fearlessly. I refer to the so-called graveyard of advertising.

Graveyards are not a cheerful subject for discussion. The advertising graveyard is no exception. Whenever it is mentioned among advertising men, someone cleverly changes the subject, as if it promised not only to be unpleasant but unprofitable. There seems to be an impression that no good can come to advertising from holding post-mortems on dead advertising accounts. There seems to be an attitude that if a post-mortem is demanded, it should be made by the buyer of space rather than the seller, because it is the buyer's funeral. I believe that all buyers of space would profit exceedingly if they were to demand a post-mortem on every dead advertising account. Learning where the dead advertiser went wrong would preserve the living from the same

mistakes. But I believe that the sellers of space would profit exceedingly more if they were to demand a post-mortem on every dead advertising account. Their failure to do so has not only permitted, but has actually encouraged a misconception which is doing immense harm to advertising, and especially to the sellers of space. For some unaccountable reason, when an advertiser dies it appears to be quite generally assumed that advertising killed him, and that the dose was administered by the sellers of space.

I protest that both assumptions are unfounded and untrue in the great majority of cases, and I believe that post-mortems would show them to be both unfounded and untrue. If they were well founded and true, the sellers of space ought all the more to insist upon post-mortems. Instead of pussy-footing around the graveyard, they ought to go boldly in and disinter the Dear Departed. I have no doubt we should find traces of magazine poison in the stomachs of some, in spite of the high quality of the embalming fluid. I have no doubt we should find traces of other kinds of advertising poison in the stomachs of some. But I protest that when you bury an advertiser and leave the graveyard, assuming that the advertising killed him, without any effort to discover what did kill him, you do the gravest injustice to advertising.

Advertising is a live thing. It is like fire. When understood, when directed, when controlled, it warms and lights and cooks and cheers, but misdirected or unrestrained, it is a demon of destruction, burning, scarring, consuming. Because it is this living thing, because it has in it these possibilities for good and evil, it is damned for everything it touches that fails, and for everything it touches that succeeds it is glorified. Now, ages before advertising was discovered, business houses failed and business houses succeeded. There are fifty reasons for every success. There are

a hundred reasons for every failure. And when we, who are depending upon advertising for our livelihood, sit by calmly and permit, nay, even encourage, the misconception that advertising is responsible for the failures of those businesses which have failed while using advertising, we do ourselves a great injustice and we do advertising a great wrong.

Years ago I used to hear that Bradstreet's records showed how ninety per cent of all business men failed.<sup>5</sup> I have not heard the figures in recent years. They don't mean much anyhow. A man may fail two or three times and yet be very successful, but I do know, and you know that men failed before advertising was discovered, that men have failed since advertising was discovered, and we also know that advertising could not possibly be responsible for all the failures that have been charged to it. And we ought to know that as long as we permit the misconception to prosper, the more all of us, buyers and sellers of space alike, will lose.

Returning to the main theme: I showed you how in the first four months of 1914 the weeklies ran two hundred and fifteen thousand less lines than in the first four months of 1912, for which they received two hundred and eighteen thousand more dollars. And let me remind you that I am comparing 1914 with 1912, instead of comparing 1915 with 1912, because the period in 1914 immediately before the war permits of a fairer comparison unaffected by the war.

In the first four months of 1914, the women's magazines carried

1,256,569 lines, while in the same four months of 1912 they carried 1,205,343 lines, a gain in 1914 of 51,226 lines. The cash received for the first four months in 1914 was \$3,885,274, while in 1912 it was only \$3,660,954; a gain in lines of fifty-one thousand over 1912, and a gain in dollars of two hundred and twenty-four thousand over 1912; in other words, the women's magazines not only increased the rates and dollars as the weeklies did, but increased the number of lines. Surely a remarkable exploit. The gain in actual cash made by the women's magazines for the first four months in 1914 was something over six per cent.

#### CLASS MAGAZINES' RECEIPTS

The PRINTERS' INK records for the class magazines show that they carried in the first four months of 1914 1,266,229 lines. In the same four months in 1912 1,365,924 lines. That is ninety-nine thousand less lines in 1914 than in 1912, showing in percentages about half the slump shown by the weeklies. The dollars received for the first four months in 1914 were \$1,017,581. For the first four months in 1912 the dollars were \$1,011,928. A gain of \$5,600 in 1914 as compared with 1912.

The PRINTERS' INK records of the general magazines showed for the first four months of 1914 1,239,284 lines. For the first four months of 1912, 1,387,075 lines. That is one hundred and forty-seven thousand fewer lines in 1914 than in 1912. In dollars the general magazines received in the first four months of 1914 \$2,149,231. In 1912 \$2,173,537. That is twenty-four thousand dollars less in 1914 than in 1912. One hundred and forty-seven thousand fewer lines and twenty-four thousand fewer dollars, showing that the rates had advanced considerably in the meantime, with a loss of practically one per cent in cash. So with this great slump in magazine advertising, which you have asked me to come up here and explain, resolves itself into a huge slump of one per cent in the

<sup>5</sup> For years there has been going the rounds of the press an alarming statement that "statistics show" that 90 per cent of business concerns fail. There are no such statistics. The statement is preposterous. R. G. Dun & Company have published a table showing that in no year during the last twenty years have the failures been one and one-half per cent of the total number of firms engaged in business. The complete table was published in PRINTERS' INK for March 5, 1914, and we are sorry that Mr. Ridgway's careful study of the Little Schoolmaster was not extensive enough to enable him to correct all of his erroneous impressions.—[Ed. PRINTERS' INK.]

## 17,329 WOMEN TOOK THEIR PENS IN HAND

In just four weeks 17,329 women wrote. The Chicago Morning Examiner an expression of their interest in the advertising appearing in its columns.

Which only goes to prove that Examiner "reader interest" extends with equal force to the advertising carried by this "newspaper of the home."

Women read The Chicago Examiner, morning and Sunday, because The Examiner deals fairly with every question of interest to women and is edited to appeal TO them.

As a result The Examiner has not only a vast audience of women represented in its more than 200,000 daily circulation—over 500,000 Sunday—but also the endorsement of the officers and members of 21 prominent women's clubs of Chicago.

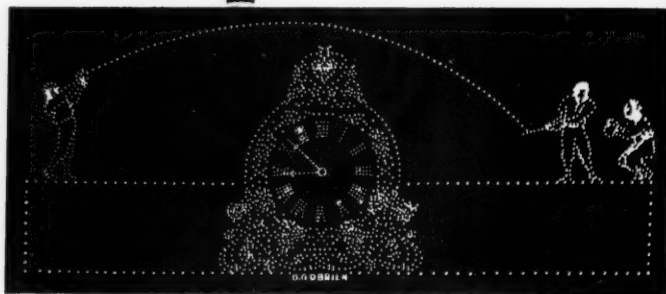
National advertisers, anxious to increase their prestige, enlarge their patronage, and multiply their profits can do so to advantage by appealing to the women of Chicago through the medium which strongly appeals to them.

**Chicago Examiner**  
THE NEWSPAPER OF THE HOME

EASTERN OFFICE  
220 Fifth Ave.  
New York City

WESTERN OFFICE  
Hearst Building  
Chicago, Illinois

# The Biggest Ad in Pittsburgh



## For a Big Advertiser

We mean the big spectacular Baseball sign at Union Station, right in the heart of the city.

It is 34 feet high and 80 feet long. The clock dial measures 13 feet in diameter. The minute hand is  $6\frac{1}{2}$  feet long.

The baseball feature is a motion picture in five life-like moves:

- No. 1—"Warming Up."
- No. 2—"Batter Up."
- No. 3—"Pitcher delivers the ball."

No. 4—"Foul fly over grandstand."

No. 5—"Batter out on Pop-fly."

Pittsburgh is a buying community of 2,000,000 people living within the 25-mile radius.

This sign gets them.

We will give you exclusive use of this entire display for one year at \$500 a month.

That includes, of course, the addition of reading matter to suit your requirements.

*Full particulars on application.*

**G. G. O'BRIEN, Outdoor Advertising**  
**PITTSBURGH**



actual cash received by the general magazines. A gain of a half per cent in the cash received in the class magazines. A gain of something over six per cent in the cash received by the women's magazines. And a gain of five and a half per cent in the cash received by the weekly magazines.

Summing up, the Little Schoolmaster's records show that in the first four months of 1914 all the magazines carried 5,116,691 lines. For the same four months in 1912 all the magazines carried 5,528,557 lines. A loss of four hundred and eleven thousand lines, or something over seven per cent. According to my figures the dollars received by all the magazines in the first four months of 1914 were \$11,265,775. For the same four months in 1912 the dollars were \$10,841,359. A gain of \$424,416, or four per cent. Which means that if this same ratio between cash and lines continued for the full years of 1912 and 1914, and they did nearly so continue, then this terrific slump in magazine advertising amounts to an actual gain of approximately \$1,264,248 in magazine advertising in 1914 over 1912.

There has been no slump in magazine advertising. Therefore, there can have been no causes back of the slump in magazine advertising. Therefore, your committee has asked me to give the causes for a condition which does not exist. You all know how trying business conditions were for many months previous to the war. You all know how business men before we knew there was to be a war hoped and prayed that business had touched bottom, and yet at that very time when business seemed in the worst condition it could possibly be in, the magazines were carrying more business than they were carrying two years before, more business than they had ever carried before. Your committee might well have asked me to come here and discuss the magnificent showing the magazines were making, showing, as they did, actual and substantial gains in the teeth of acute and almost universal business depres-

sion. How could your committee have made such a mistake? In the same way that a great many men interested in advertising have made the same mistake through the incomplete and unintentionally misleading records in the Little Schoolmaster.

#### OFFERS EDITORIAL IDEAS

As an editor I would like to suggest to the Little Schoolmaster a few features for future numbers. I suggest, first, that he make the magazine records complete. That he not only give the number of lines, but the number of dollars and the circulations. That would be a very valuable feature for one issue each month. Then I suggest a similar feature in one issue each month devoted to the newspapers—not all the newspapers, of course, but the newspapers, say, in fifty cities,—as many newspapers as the number of magazines now listed, giving the records complete of the number of lines and the dollars and the circulations. In one issue each month, I suggest as a feature a similar record for outdoor advertising, giving the amount of space actually paid for and the cash. I suggest for the remaining issue each month, interesting records of other forms of advertising — trade publications, street-cars, circulars, sampling, coupons, or whatever. It isn't fair that the magazines should have all the consideration, all the time and attention of the Little Schoolmaster. We have no right to it. We prefer to share it with our competitors. We should feel better not to have any advantage over them, and possibly we would make more money. At any rate, we would not suffer unjustly under a misconception such as we have most certainly suffered under for the last two years.

There is another justification for your committee's mistake which I am constrained to mention before I close. You may have noticed that in the PRINTERS' INK records the general magazines are given preferred position, top of column. For a number of years *Everybody's Maga-*

*sine* enjoyed the premier place at the head of the column. For some time now *Everybody's* has been vacillating around the fourth position in the number of lines carried. *Everybody's* having been the "bell-wether" of the flock for a number of years and having lost its place, your committee, believing that there has been a big slump in magazine advertising, with unerring intelligence, selected me to discuss the causes of the supposed slump. Someone has said "To be interesting one must be interested." I ought to be excruciatingly interesting on the causes back of the slump in one magazine.

There is a general impression that all the leading general magazines have slumped badly, and especially the so-called muck-raking magazines. For the first four months of 1914 the *Cosmopolitan*, *McClure's*, the *American*, and *Everybody's*, according to the PRINTERS' INK records, ran eighteen per cent fewer lines than 1912. According to my figures, those four magazines actually received from the advertiser eight per cent more dollars than in 1912. If you will take *Everybody's* out of the combination, the showing will be very much better. Instead of showing an eight per cent gain in dollars, these three magazines show a twenty-two per cent gain in dollars. In the first four months of 1914 as compared with 1912 *Everybody's Magazine*, according to PRINTERS' INK records, shows a twenty-five per cent loss in the number of lines, and according to my figures a twenty-five per cent loss in the dollars.

I do not wish to take myself too seriously, but it would seem as if my magazine by its poor showing had given an unfortunate, untrue impression of the condition of the so-called muck-raking magazines, and probably of all the general magazines, and possibly of all classes of magazines.

If the leader of the weeklies was to fall as *Everybody's* has fallen, the impression would unquestionably go abroad that the weeklies are losing ground when the exact reverse might be the

case. It might mean that the weeklies as a class were more evenly dividing the weekly business among themselves, and if they were all showing circulation increases and advancing rates, the weeklies might be running fewer lines, carrying the advertiser's message to more readers, and taking in more money, but as the records are now published the impression that the weeklies were losing ground would amount to a conviction.

Again, I repeat, I do not wish to take myself too seriously, but I cannot avoid the conclusion, and I would if I could, that the poor showing my magazine has made, abetted by the incomplete records of the Little Schoolmaster, has had very much to do with the unfortunate misconception many of you were probably under about magazine advertising. A misconception which your committee was under when they invited me to discuss the causes back of the slump in magazine advertising.

#### AN INTIMATE DISCUSSION

Now instead of discussing the subject which your committee assigned to me, I have consumed all of my time and probably all of your patience, explaining why I could not discuss my subject. If I had been asked to discuss the causes back of the slump in *Everybody's Magazine* advertising, I believe I could have made it fairly interesting, though it would have involved a heavy drain upon my conceit. Billy Sunday says, "Conceit thinks itself an eagle, but when you pull its feathers out, it is only a poor little humming-bird out in the rain."

I am going to commit a major crime against modesty and brazenly admit to you that I believe the paramount cause, as the diplomats say, for the slump in *Everybody's* advertising is the fact that I was not on the job. When you take the personality out of any business, the personality which has made the business a success, it is only a question of time when the business slumps and it continues to slump until  
(Continued on page 99)

# The Ledger wants the Ad Clubs to visit Philadelphia in 1916

—to sense the wonderful market in this rich metropolitan district.

—to learn what great volumes of the nation's goods are made here.

—to get inspiration from a tour of the Curtis Building, the greatest of all publishing edifices.

—and then to cut across the street to the Cradle of Liberty and see the best-advertised Bell in the world!

And for play hours—

—pleasant rambles through Fairmount Park—famous links in easy access from the city's heart—pleasure-opportunities by the score.

Make it Philadelphia for the 1916 convention!

**PUBLIC LEDGER--EVENING LEDGER**

Independence Square  
Philadelphia

## Noted contributors and hi appear side by side

We believe you will be interested to look over the recent issues of COMFORT and they help to explain why e mail-order and general publicity advertising.

### *Washington and Lincoln Number*

How to Arrange for Spare Time, by Mrs. Adele Steiner Burleson.

Strong editorial on liquor question.

Three big historical articles on Washington, Lincoln and General Marion, all illustrated; three shorter historical articles.

Three continued stories, including "Toughey" by Mrs. Burleson.

Three short stories.

Two poems.

Sixteen big departments conducted by experts.

Every issue of COMFORT is filled with high-grade reading. That's why it is so easy to keep the circulation above 100,000. That's one of a good many reasons why it will pull hard for country folks.

W. H. GANNETT,

New York Office: 1105 Flatiron Bldg.  
WALTER R. JENKINS, Jr., Representative

AUGUSTA, MAINE

# and high-grade advertisers side on COMFORT'S pages

ook on these summaries. They show the contents of two  
explain why every issue carries a large volume of the very best

## *Household Number*

Five big household articles, two illustrated.

The Unrest of the Age, by Mrs. Adele Steiner  
Burleson.

Medical Advice to Mothers, by Leonard Keene  
Hirshberg, M. D., Johns Hopkins.

Four instructive and educational articles.

Three continued stories, including "Toughey" by  
Mrs. Burleson.

Four short stories.

One historical article.

The sixteen regular departments.

high-grade reading matter.

ulation above the million and a quarter mark.

it will pull hard for any proposition that interests prosperous

GANNETT, Pub., Inc.

AUGUSTA, MAINE

Chicago Office: 1635 Marquette Bldg.  
FRANK H. THOMAS, Representative

# Newark Evening News

## Because

### Because an Evening News Staff Man

Had been sent to London to cover picturesque and dramatic features of war time life in everyday happenings, the News was able to present his gripping story of how travelers through the war zone passed from confident optimism to grim horror, touching the peak of tragedy when the sinking of the Lusitania was posted upon their ship's bulletin board.

### Because an Evening News Staff Man

Had completed, in the face of enormous difficulty and danger, a trip that included Italy, Greece, Bulgaria, Roumania, Sweden and Denmark, arriving in this country three days after the Lusitania went down, the News was in a position to give its readers a picture of the view in European neutral nations as to Germany's attitude toward American opinion and American policy.

### Because an Evening News Staff Man

Is now in Japan, the interesting information as to the way in which Nippon received the news of the sinking of the Lusitania was at the disposal of the readers of the News.

### Because an Evening News Staff Man

Happened to be in Canada on another assignment, he was able to give the readers of the News a simple but stirring recital of how the Dominion heard the tragic news.

### Because an Evening News Staff Man

Is now in Colorado, the readers of the News are getting day by day the story of move and counter-move in the mine strike and its ramifications that have not been presented in any other newspaper in the east.

### Because the Evening News

Covers its field according to its own high standards of foresight, energy and enterprise, it is enabled to score such journalistic successes as these. It did not anticipate all these specific opportunities, but when they appeared the News was in a position to take advantage of them. That is its policy and that is why it is supreme in its territory.

*A booklet on Newark and the worth-while newspaper of New Jersey will be forwarded upon request.  
Address Eugene W. Farrell, Advertising Manager, Newark Evening News, 215-217 Market Street, Newark, N. J.*

# Advertising Mediums Justify Their Reason for Being

The Advertising Affiliation Developed Lively Debates in Its Rochester Meeting

SEVERAL classes of advertising media found themselves under the spotlight at the meeting of the Rochester Affiliation Friday and Saturday, faced with the task of justifying their reason for being.

Some of the advocates said that they felt themselves embarrassed in being called upon to justify their medium after it had been accepted by the Associated clubs. Moreover, they thought that if one medium was to be placed upon trial, why not all of the others? The defense which each one made was a spirited marshalling of the facts, with which the readers of *PRINTERS' INK* are generally acquainted.

In the set speeches and in the lively discussions following them, these factors found themselves upon the rack:

- Poster Advertising
- Magazines
- Mail-order Houses
- Premiums and Coupons

George L. Johnson, secretary of the Outdoor Advertising Association of Chicago, was called upon to answer this question: "Will Public Sentiment Rout the Billboard?" Mr. Johnson emphatically said that public sentiment would not rout the billboard, because public opposition to outdoor advertising is steadily growing less. He believes that advertising men know less about outdoor advertising than any other form of publicity. He called attention to the fact that seven years ago the organization of outdoor men had a set of principles much the same as the Standards of Practice now in force. It has been the effort of the outdoor advertising interests to shut out all indecent advertising. The amount of business rejected because it was unacceptable would total hundreds of thousands of dollars. He reviewed the progressive work which is being done to raise the

value of the medium. Outdoor men are now working hand in glove with the civic organizations which are endeavoring to beautify our cities. Much of the opposition comes from the illiberal opposition of other mediums, but even this is growing steadily less as shown by some of the business carried on the billboards. The percentage of increase in the growth of the outdoor advertising carried is very high. Mr. Johnson cited the growth of one outdoor advertising concern whose business has increased within a few years from one million dollars to four or five million. He thought it significant that forty-seven newspapers and periodicals were using outdoor advertising, among them being the *Chicago Tribune* and the *Philadelphia Ledger*, two of the country's leading newspapers, and as showing the change in sentiment, he said that these papers formerly were opposed to outdoor advertising.

## OUTDOOR ADVERTISING JUSTIFIED

Wm. P. Perry, of the Rochester Button Company, took part in the discussion following Mr. Johnson's speech. He said that the day has passed when the public would be justified in removing the billboards, for the outdoor interests are trying to meet the wishes of the public. Outdoor advertising has been accepted as a regular medium by the advertising organizations. He believed that any business that ministers to the economy of the public will not be done away with.

Charles B. Thomas, of the Buffalo office of the Ivan B. Nordhem Company, described how sharply the rules of the censorship bureau of the outdoor advertising interests operated. No indecent matter is allowed to be posted. And he called attention to the fact that after January 1, 1916, no alcoholic or distilled bev-



erages of any kind will be accepted for showing. The reformation wrought by the outdoor men themselves has outstripped even the criticisms of the civic leagues. Class AA boards meet the approval of the advertiser and the public alike. The billboard will stay, because it is needed in our economic system.

Mr. Thomas, touching on the character of poster copy, recalled how the public applauded the Nativity posters of 1913 and the General Grant posters somewhat later. He said that very shortly a series of boy-scout posters would be shown, the entire aim being to picture in an artistic way significant phases of life. The amount of space devoted to these various subjects totalled hundreds of thousands of dollars.

Others who spoke in the discussion following Mr. Johnson's talk were H. C. MacDonald, secretary of Walker & Company, Detroit, and Wm. J. Raddatz, president of the Stratford Press.

#### NO SLUMP IN THE MAGAZINES

Erman J. Ridgway, of *Everybody's Magazine* and of the Butterick publications, said that he had been called before the Affiliation to explain a situation which did not exist. He was referring to the subject assigned him, namely, "What Are the Causes Back of the Slump in Magazine Advertising?" His speech will be found in detail elsewhere in this issue of **PRINTERS' INK**.

In answering Mr. Ridgway's argument that the magazines really have shown an increase in business, judged by the cash returns, W. W. Wheeler, of the Pompeian Manufacturing Company, was of the opinion that there would have been a heavy slump had not the advertising of automobiles and of accessories come on in a wonderful way to conceal it. The point was raised, however, that automobile and accessory advertising developed normally from our times and did not conceal a slump any more than did the advertising of other goods which people are calling for strongly to-day.

Harry C. Goodwin, manager

Myers Advertising Agency, of Rochester, and formerly advertising manager E. Kirstein Sons Company, of Rochester, accepted for the purposes of the discussion that there had been a slump, and he advanced these reasons, among others, in explanation:

A tendency to boost rates faster than circulation increases and failure to reduce rates as fast as the circulation falls off.

Throwing in the magazine if the subscriber will buy the premium, rather than throwing in the premium because the subscriber wants the magazine.

Insistence by the average representative that his is the only magazine giving an honest circulation statement.

Tendency on the part of representatives to interpret circulation figures instead of letting the figures speak for themselves.

Lack of analysis and preparation on the part of the advertiser.

Expectation of too much too quickly, and lack of ability to stick.

Belief that advertised goods are the only ones that are entitled to restricted prices.

#### SPIRITED DEFENSE OF PREMIUMS

W. G. Hamilton, vice-president of the United Profit-Sharing Company, of New York, said that inasmuch as he was not a prophet he would not attempt to give an answer to the question put in the programme: "What Will Be the Ultimate Effect of Premium-giving with Merchandise?" He did say, however, that if premium-giving rendered a real service to the manufacturer and the public it would survive. His talk followed the lines laid down in another article in this issue, describing the events at the dinner of the Advertising Men's League of New York, held last week. He made answer to the following points often raised against premiums: "Coupons or premiums add to the cost of merchandise"; "They impose a tax on business"; "The use of premiums militates against buying goods on merit"; "Premiums hold out a bait of something for nothing."

He told how the Larkin Company and other concerns giving premiums are sweeping the country, their business growing by leaps and bounds. He did not consider as very serious the opposition of the big department stores inasmuch as these stores are strong promoters of their own private brands and were naturally enemies of trade-marked goods. Eighty per cent of the distribution of the average manufacturer, he said, comes through the small dealer, and premiums help the manufacturer to develop the small dealer.

It was in the discussion following Mr. Hamilton's talk that some rather sharp things were said about the quality of goods put out by premium houses. Charles R. Wiers, of the Larkin Company, who was presiding at this session, felt called upon to take a hand in the discussion and to set the minds of the audience right as to this matter. He believed that the prejudice against mail-order houses was due to mistaken attacks upon them. These attacks are merely promoting the sentiment of the public for the mail-order houses, because the attacks are founded upon ignorance, and when the public finds that the attacks have been mistaken they naturally side with the one attacked.

#### CHAS. P. WIERS SHOWS HOW LARKIN MEETS ATTACKS

Mr. Wiers said that very often retail dealers will insist that Larkin agents take out licenses. Larkin has written its agents who have been under fire that the company will protect every customer to the limit and that no license is required. Mr. Wiers, citing a typical instance, said that recently in Florida a certain newspaper had attacked the Larkin Company, making certain statements which were not true. Larkin immediately ordered a suit started in Florida and the decision was in favor of the Larkin Company. Larkin, of course, took care to make the court's decision generally known and the result has been that the public in those parts are thinking much more

highly of the Larkin Company even than they did before. Mr. Wiers believed that there was a place in the scheme of business for the mail-order house and for the merchant, and that each can serve the community in its own way. The main object is to serve the consumer better. He believed that the spirit of live and let live will best promote the happiness of all.

#### OTHER SPEAKERS AND THEIR SUBJECTS

Others who spoke at the meeting were Claude Bragdon, an architect of Rochester, whose subject was "The Picture as an Asset in Advertising"; Harvey R. Young, of the Columbus, Ohio, *Dispatch*, his subject being "The Big Problems of the Small Advertiser"; Wilbur D. Nesbit, of Chicago, whose subject was "Humanizing Advertising," and Harold Whitehead, president of the American School of Business, Boston, who spoke on "Salesmanship."

Wm. F. Schweiger, president of the Multipost Company, of Rochester, discussed this subject: "Will the Government Permit Eventually Supersede the Postage Stamp for Mailing Advertising and Sales Letters?" His verdict was that it would not.

Harry C. Slein, advertising manager of Yawman & Erbe, opened the discussion, "How Can We Improve Our Filing Systems?" In the discussion Roland Cole, of Rochester, formerly of Yawman & Erbe, advanced the suggestion that each advertising club have a hustling "Systems Committee."

At the banquet Saturday night George W. Perkins, of New York City, spoke on "Publicity a Cure for Evils," and the Hon. James M. Curley, Mayor of Boston, discussed "The Merchant Marine."

About 500 were present at the convention. The following officers were elected for the coming year were: President, William G. Rose, of Cleveland; vice-president, H. T. Ewald, of Detroit; treasurer, H. W. Bramley, of Rochester; secretary, T. W. Garvin, of Cleveland.

# Kresge Chain Reaching Out for Business by Mail

Significant Step Taken by a Big 5- and 10-Cent Syndicate

THE "Kresge Katalog" is the latest form of mail-order competition which Kansas and Oklahoma merchants have to face, says *The Merchants' Journal*, of Topeka, Kansas.

The S. S. Kresge Company, of Detroit, Mich., owner of one hundred and twenty-five 5- and 10-cent stores in central United States, after experimenting for a year on a small scale, is now going out after the "jitney" parcel-post trade in a big way.

The latest move was the establishment of a big 5-and-10 warehouse in Oklahoma City, from which it is expected to handle the nickels and dimes of the Southwest. However, every Kresge store is a mail-order house.

In Topeka, for example, there is a big Kresge store, carrying a very fine stock, and this store employs one clerk whose business it is to wrap and send mail orders. These mail orders come in from the smaller towns surrounding Topeka.

The same conditions prevail wherever there is a Kresge store. It conducts a mail-order trade for everything within the 150-mile parcel-post zone.

The Kresge scheme has now reached the place where a catalogue has become necessary, and one has been issued, and is now being distributed throughout Kansas and Oklahoma. This catalogue is a book of 112 pages. In typographical appearance it resembles the other mail-order house catalogues, but does not contain any special displays; that is, all the 3,000 items mentioned are given about equal prominence. There is a picture of nearly every item; many of the pictures are halftones from photographs. The items are divided into departments, the more important of which are these:

Drygoods, 39 pages.

Jewelry, 8 pages.

Cosmetics and toilet articles, 9 pages.

Notions, 6 pages.

Stationery supplies, 10 pages.

Toys, 2 pages.

Pictures and frames, 2 pages.

Aluminum and silver-plated goods, 3 pages.

Kitchen utensils, 8 pages.

Enamelware, 3 pages.

Glassware and crockery, 5 pages.

Hardware, 10 pages.

Besides, there are a number of other smaller sections. The book has no index; you have to hunt for any specific item till you find it. Of course, there are vast numbers of items which are not handled.

## DETAILS OF THE M.-O. BUSINESS

Page 3 of the catalogue—or "Katalog" as it is spelled by Kresge—is devoted to a description of how to get your merchandise delivered free of postage.

The essential features are these:

Orders of drygoods amounting to over \$2 are delivered free of parcel-post charge in 31 designated States. This list of States includes all of central United States. It excludes all States west of Kansas, it excludes the New England States, and the extreme Southern States—Florida, South Carolina, Georgia, Mississippi, Louisiana and Alabama.

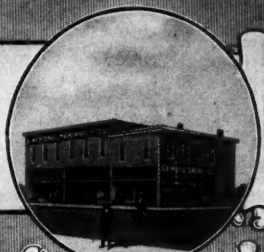
Orders of glassware, tinware, stationery, etc., are not delivered free, no matter how much you buy or where you live.

But if you will buy \$10 worth at one time, half of which is drygoods, the Kresge company will prepay the charges on the whole shipment.

This method of handling the parcel post affords a useful tip to merchants in the small towns. They may be able to offer free delivery on the rural routes on all drygoods items, as Kresge does.

(Continued on page 75)

For the Smallest  
Retailer or  
Largest Corporation



E. R. Moses Mercantile Co.  
Hoisington, Kan.

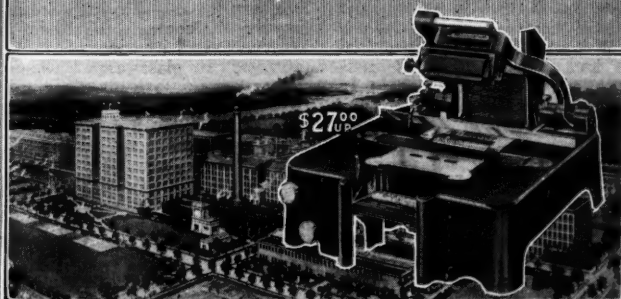
**E** R. MOSES' small Kansas re-  
tail store addresses and main-  
tains only a small list of names.  
But the National Cash Register  
Company's list totals over  
1,500,000 names. Both find the

*Addressograph*

indispensable for building sales  
and cutting selling costs.

The *Addressograph* Co.

313 West Van Buren Street  
Chicago, Ill.



National Cash Register Co., Dayton, Ohio

## THE AYER &amp; SON ADVERTISEMENT

(Continued)

those of New York and Pennsylvania. Her commercial advantage, because of Chicago's position as a distributing center, is the greatest in America. This is the star of her destiny.'

Chicago is first in meats and second in steel. It is this country's foremost lumber market. It leads the nation in grain. In everything that men and women wear and eat, in the implements for tilling the soil and gathering harvests, in materials for building, in all the factors that make for the greatest civilization in the world's history, Chicago is a conspicuous leader.

Within twenty-four hours of Chicago reside 85 per cent of the nation's entire population.

If the thirty-eight leading railroads that center in Chicago could serve them, half the populace of the United States might assemble there by a night's ride.

The Chicago Association of Commerce is a notable example of efficient, aggressive co-operation of a trade organization continuously working in the interests of its city. It has instituted a package-car freight service that minimizes time and distance. Chicago package freight can beat New York to points like Savannah, Ga., by twenty-four hours.

Chicago makes three times as much furniture as Grand Rapids. but the public at large has heard very little of Chicago furniture.

Chicago meats are known throughout the world. But what of the perfectly splendid lines of pickles, preserves and condiments these same packers prepare? One concern produces something like four thousand lines, including such unrelated items as soap, sandpaper and music strings. What an irresistible force this will be when these departments are co-ordinated and harmonized, and, under a master mark, institutional advertising of the right scope is made a definite central policy!

Chicago possesses two great

wholesale and manufacturing grocery houses. Some of their various brands are well known within a big radius of Chicago. A standardization of labels plus publicity will give all their lines, including imported de luxe groceries, a tremendous impetus.

The lack of a master label coupled to unified departmental advertising effort is also the sadly lacking essential in Chicago's two great wholesale dry goods organizations.

The best-known line of women's hosiery in this country is controlled and advertised by an Eastern wholesale house.

Where is the Chicago jobber, inspired by Chicago's distributing advantage, who will capitalize and nationalize a trade-marked line of men's hats and caps or women's suits or millinery? Where is your "I Will" slogan, Chicago?

Illinois boasts the great harvester industries. These corporations have done tremendous work in increasing the wealth of this nation. Because they have not fully acquainted the great public with the enormous benefactions that they as a national institution have achieved for America, the acid of public criticism has eaten into their national good will.

Chicago has two of the largest wallpaper mills in the United States. Would you know what brand of wallpaper to ask for? Do you know the name of any firm whose wallpapers have a reputation for fastness of color—up-to-dateness of design?

Illinoisians and Chicagoans are aware of their commercial advantages. Opportunities have come so fast, fields of extension have opened out so readily that these middle Western business houses have plucked by the handful here, there, everywhere, like a child in a daisy patch. Prosperity has been abundant. Now they are confronted with the great problem of financing. Many of these biggest concerns are at present so

(Continued on page 73)

## THE AYER &amp; SON ADVERTISEMENT

(Continued)

far extended that they cannot accept more opportunities till they digest what they have undertaken.

When digestion improves, trade conditions will improve. Men with experience will then more quickly obey the beckoning fingers of Opportunity which seem forever inviting the boldness of Illinois and Chicago enterprise. But Opportunity is also hailing the merchants of St. Louis, Kansas City, Duluth, St. Paul, Minneapolis, Detroit, Toledo, Omaha, Cleveland and other vigorous industrial cities.

While not so strategically located as Chicago, their merchants and manufacturers, by trade-marking and advertising and progressive selling methods, can largely overcome the handicap of Chicago's birthright.

Chicago is one of the greatest advertising centers in the world. On her streets are daily seen some of the foremost men engaged in this work; representatives of magazines and newspapers, bill posting and specialty men, agents or advertising directors of many of America's foremost concerns.

Conditions in this field led us five years ago to extend Ayer Service by opening a Chicago branch.

We think we see new fields of endeavor for the energy and ingenuity of Illinois business men. We believe we have in our organization something of unusual helpfulness for them.

Frankly, the greatest difficulty we have met in securing Chicago and middle-west business is the imaginary barrier of distance. In these days of fast express trains, efficient day and night letters and improved long distance telephone service, Chicago is in reality a

next-door neighbor to Philadelphia.

The House of Ayer & Son is itself a great business center. Any concern, no matter where located, which can make and hold intimate successful relations with several hundred of this country's progressive industrial concerns, including the acknowledged leaders in fifty separate and distinct lines is, to say the least, a business institution. And this we have done.

The very fact that in five important lines of trade, the greatest concern of its kind in the world is in Chicago and every one of the five an Ayer & Son customer, willing to bear testimony of how much they get from us that they cannot get elsewhere, is significant.

We invite any one interested to inquire of our Chicago clients as to whether distance is any real barrier to the flow of our advertising service to them. We have no rules or methods of handling business which prevent an accommodation to the necessities of the case. Our only theory of business practice is working along clean lines with clean businesses to promote business health.

It is our belief that the kind of advertising service we are giving our Illinois clients fairly entitles us to more business in that State, and we believe we will get more if the manufacturers of Illinois will acquaint themselves more fully with the equipment and workings of this house.

We shall be glad to come to you, without obligation, and tell you how we work or to welcome you at Advertising Headquarters on some of your trips to Philadelphia. We believe you'll find us worth knowing.

N . W . A Y E R & S O N  
P H I L A D E L P H I A  
N E W Y O R K      B O S T O N      C H I C A G O





**Berrien-Durstine Incorporated**  
**Advertising**

42 Broadway New York City

May 13th, 1915.

Henry D. Wilson, Esq.,  
Cosmopolitan Magazine,  
119 W. 40th St.,  
New York City.

Dear Mr. Wilson:-

Last night I stopped  
at the Grand Central Newsstand to buy  
a copy of the June Cosmopolitan and  
facetiously asked the news dealer  
whether your magazine really was the  
one he sold the most of. Without  
hesitating a second he came back with:  
"It's the best seller in the world".

Yours very truly,

*Ly S. Durstine*

The best selling Magazine  
best serves the Advertiser.



The Kresge company also uses a premium bait to increase its list of customers. It offers to send a set of six teaspoons "heavily silver plated" to any one who will go to his friends and get three orders for goods from the catalogue of at least \$1 each, and then order another dollar's worth for himself or herself, and send in the four at one time.

The Kresge mail-order department is openly and frankly out after the trade of the rural communities and the small towns. It says:

"We want every family living in small towns and rural districts throughout the United States to send us a trial order.

"This Katalog makes it possible for every family living in small towns and rural districts to order the world's best 5- and 10-cent bargains by mail."

#### GIVES PARCEL POST THE CREDIT

The catalogue also says that it is the kindness of Uncle Sam in lowering the postage rates that has made it possible to go into the 5- and 10-cent business by mail. The catalogue prints the complete parcel-post rate schedule for different zones, figured on the basis of each of their four big distributing centers—Detroit, St. Paul, Harrisburg, and Oklahoma City.

The catalogue says, "These new parcel-post stores make it possible for us to ship orders more promptly and at lower parcel-post rates, especially to all points in the Southwest, East and Southeast. In many instances parcel-post charges have been reduced more than one-half."

On the inside page of the front cover the following guarantee appears in big type:

"Money-back Guarantee. Every order you send us is accepted with the understanding and agreement that if you do not find the merchandise just as represented and described in this Katalog, you may return it to us, and we will exchange it for other goods, or promptly return your money and pay transportation charges both ways. We assume all responsibility of pleasing you and guaran-

tee safe delivery of all merchandise ordered from us."

The catalogue also contains specific guarantees against breakage, loss, and damage of all kinds.

#### WHAT A KRESGE OFFICIAL SAYS

*The Merchants' Journal* has secured a statement from one of the superintendents of the Kresge company, in which he tells frankly the plans and policies of the Kresge company. He says in part:

"If merchants don't like the 5- and 10-cent stores they have only themselves to blame. They neglected this end of the business. The local stores preferred to sell a ten-dollar rug or a twenty-dollar table. It was easier to make money that way than by attending to the little nickel and dime items. They charged a big margin on these little items, if they handled them at all, and did not push them. The result is the chain store, and now the chain store is reaching out through the mail-order method into the small towns. It received mail-order trade in spite of itself. The orders kept coming in to us from the little towns until we were forced to issue a catalogue in self-defense.

"We have one girl here at our store who devotes her time to filling mail-orders. Everything around in this part of the West is filled from here. The Oklahoma City store was established to take care of our trade in Oklahoma and Texas, where we have very few retail stores established.

"The establishment of the mail-order side of our business came as a natural development. The local stores kept reporting that they were getting letters from people living in the smaller towns enclosing money to pay for certain items, which they described. We had a lot of trouble to fill these items correctly, from the descriptions given, and so the first catalogue was issued. Our catalogue now lists about 3,000 items, and is sent out only to people on the farms or in small towns where they have no Kresge store.

"In the local stores we carry

enough items to fill almost any order from the catalogue. In fact, we have a great many things on sale which are not listed in the catalogue, because it is impossible to list everything. We are constantly adding new lines.

"I don't think the mail-order end of this 5- and 10-cent business has proven to be a great profit-maker thus far, but it has been sufficiently successful so that they have established four or five big distributing houses to handle it.

"The Kresge stores are not trying to injure the merchants in the small towns. The trouble with the small-town man is generally that he is incompetent. He got into the mercantile business by accident; he has not been trained up in the business. Probably he got hold of a little money, bought or started a store, and there he is. He has the idea that if he puts in some shelves and arranges some merchandise on them he has done about all that the public should require. He doesn't use his brains and ingenuity to devise effective selling methods; perhaps he would not be able to devise any selling methods if he tried, because he has not been trained in that line.

"There are too many merchants in the small towns who put in their time sitting on the bench in front of the store, smoking a cob pipe, instead of trying to make themselves more efficient and their stores more attractive.

"Mr. Kresge himself started a little independent 5- and 10-cent store in Detroit only twelve years ago. Prior to that he was a salesman for a wholesale house. He saved up about \$5,000 and started this little store. It was a tremendous success from the start, and he now owns about 125 stores of this same kind. He built up his wonderful business on the old-fashioned basis of giving every customer a square deal. Mr. Kresge is a man who has the highest ideals and the kindest feelings for everybody. He does not want to hurt the small-town merchants, but he is simply satisfying a demand."

## Advertising Matter Helps Canada's Customs

Advertising circulars from the United States are liable in Canada to a specific customs duty at the rate of 15 cents per pound, which duty Canadian custom officials are required to collect when such pamphlets arrive by mail, even though each pamphlet bears a different address. This duty is remitted, however, in respect of bona fide trade catalogues and price lists not designed to advertise the sale of goods by any person in Canada, when sent into Canada in single copies addressed to merchants therein, and not exceeding one copy to any merchant for his own use, but not for distribution.

Customs duties on advertising pamphlets, show cards, price books, catalogues and the like imported by mail into Canada may be prepaid by means of Canadian customs duty stamps affixed to the reverse side of each package containing the advertising matter above referred to, for the amount of duty payable on the same, according to the following scale of charges, viz.:

Up to and including 1 ounce, 1 cent.

Over 1 ounce and not exceeding 2½ ounces, 2 cents.

Over 2½ ounces and not exceeding 3¾ ounces, 3 cents.

Over 3¾ ounces and not exceeding 4¾ ounces, 4 cents.

Over 4¾ ounces and not exceeding 5¾ ounces, 5 cents.

Over 5¾ ounces and not exceeding 6½ ounces, 6 cents.

Over 6½ ounces and not exceeding 7½ ounces, 7 cents.

Over 7½ ounces and not exceeding 8½ ounces, 8 cents.

Over 8½ ounces and not exceeding 9½ ounces, 9 cents.

Over 9½ ounces and not exceeding 10½ ounces, 10 cents.

Over 10½ ounces and not exceeding 11¾ ounces, 11 cents.

Over 11¾ ounces and not exceeding 12¾ ounces, 12 cents.

Over 12¾ ounces and not exceeding 14 ounces, 13 cents.

Over 14 ounces and not exceeding 15 ounces, 14 cents.

Over 15 ounces and not exceeding 16 ounces, 15 cents.

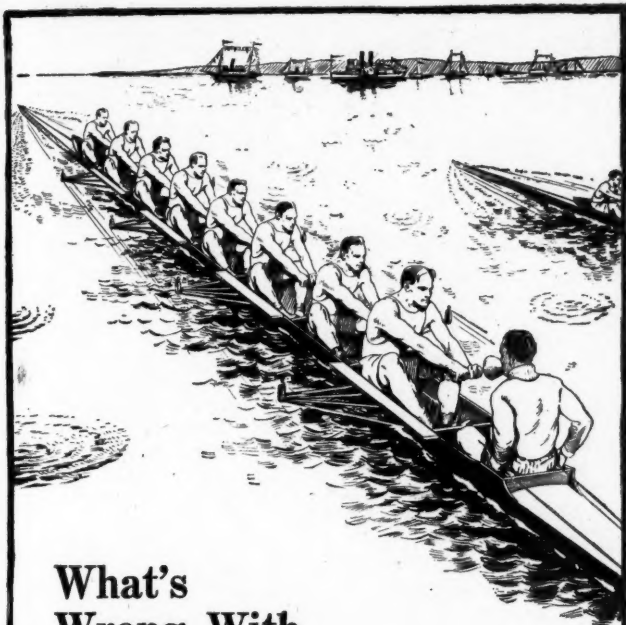
The above-mentioned customs duty stamps can be obtained in denominations of one, two and five cents each, on application to the Commissioner of Customs, Ottawa, Canada, or to the Secretary, High Commissioner for Canada, 17 Victoria Street, London, S. W., England.

## Winters Joins Chalmers

Owen B. Winters, formerly in the advertising department of the Packard Motor Car Company, and now with the Timken-Detroit Axle Company, has joined the advertising department of the Chalmers Motor Company.

## "Grape Nuts" Defined

Hank—"Bill, what's grape nuts?"  
Bill—"Guys that drink grape juice!"  
—Chicago Daily News.



## What's Wrong With This Illustration?

The artist nicely pictured the crew in action, but he forgot the oars. Its inconsistency reminds us of the illustration used last winter in advertising a well-known make of automobile. The artist pictured the car spinning along in deep snow without Tire Chains, as though it was traveling on dry asphalt.

The majority of automobiles are now equipped with Tire Chains, and to be consistent it is necessary to picture them on the tires of automobiles in scenes of snow, mud or wet pavements.

*Write us for illustrations  
of Chain Equipped Tires*

**WEED CHAIN TIRE GRIP COMPANY**  
**Bridgeport, Conn.**

# THE SPERRY MAGAZINE

A Monthly of Free Distribution

ITS VALUE TO YOU AS  
A NATIONAL ADVERTISER

**500,000 Circulation Guaranteed**

This new National Monthly, published in the interests of the women and the home, and distributed gratis to the great Sperry Hamilton family of intelligent buyers of merchandise and enthusiastic collectors of trading stamps and coupons, by over 30,000 of the country's most progressive retailers, from coast to coast—makes its bow in June.

The Sperry Magazine is a complete publication—full of timely and interesting information on styles, home decoration, health and hygiene, stories of the stage, snappy fiction and a gripping serial.

It will be advertised locally every month by thousands of the leading retailers throughout the United States.

In character, purpose, distribution and service to advertisers, The Sperry Magazine is unique.

Our booklet discusses in a frank and interesting manner Free Distribution and Dealer-Influence—and their real and vital importance to every advertiser who must tell the story of his product to the woman who buys.

*It is well worth writing for today*

**The Sperry Magazine**  
**2 West Forty-Fifth Street**

**WILLIAM STARR BULLOCK**  
Business Manager

## Manufacturers' Educational Campaign on Value of Advertising

"W-W-W" Ring-makers Use Trade Paper to Show Jewelry Retailers Value of Pushing Advertised Lines—Campaign Will Go to the Fundamentals of Advertising and Selling

IT is now several years since "W-W-W" finger-rings began to be advertised to the consumer, and yet there is a considerable portion of the retail jewelry trade which says that rings cannot be advertised successfully.

This fact is at the root of the campaign now running in the *Jewelers' Circular*, by means of which White, Wile & Warner, the ring manufacturers, are trying to make the trade understand that it is good business to sell advertised goods. Twelve page advertisements have been prepared, and each one is educational in character.

"Everybody in the trade thinks I am crazy," asserted A. B. Warner to PRINTERS' INK, "because I am spending so much money advertising rings. They say it is impossible for me to succeed in this because it is something new and different."

The series is outlined in the first advertisement:

The main thought is "How to build up the jewelry business." Successes and failures, Men and methods. Advertising and selling. Systems and changing ideas. Experience and lessons from others. Knowing the public and meeting its demands. What to expect of the future. It's all pocket-book talk.

To be definite—one of the big vital subjects I will discuss is Advertising. I want to show that it is an investment, not an expense. That advertising is the very life-blood of modern business. That

from the manufacturer's standpoint, advertising reduces the price and improves the quality. That from the dealer's standpoint the good will it creates helps him to weather all conditions. . . .

Of course, advertising is one form of selling. So, naturally, much will be said about sales methods. Here, too, we'll brush off a few cobwebs. Not by quoting glittering generalities—but by definite, specific data.

What has been accomplished by the W-W-W advertising is set forth in the second of the series:

Advertising is creating a growing desire for rings. If you don't believe it—write to me, and I'll send you letters from dealers who tell me customers come in and say "I want to buy a W-W-W ring."

Is it folly to advertise rings? Well, hardly. If it were—we'd stop instantly. But we know it has increased our business; it has also increased the ring sales of hundreds of jewelers. It has enabled us to reduce the prices on 207 styles of our rings. In only a few years advertising has given us the largest exclusive ring business in the world. As ring specialists—we are at the top. We make only rings—all our energies are directed along one channel.

"Why handle advertised goods?" asks one of the trade-paper ads

EDITORIAL NOTE—Here is paid advertising of a new ad. Here a well-known manufacturer of a series of broad-range advertisements, no bearing for very good advertising, but bearing for no money at all. The advertiser is Mr. A. B. Warner, of White, Wile & Warner, Buffalo, N. Y., maker of W-W-W rings—highly advertised.

Second of a Series

## People Always Hoot

There's never been a new thing or a new thought in the world that didn't first pass through a fire of criticism.

People derided Columbus when he said the world was round. They called Galileo when he said the world revolved. Robert Fulton was called a fool. "Franklin was crazy." Telephone, "bicycle carriage," X-ray, airplanes, every modern invention was first pronounced impossible. People are never ready to accept anything that is revolutionary.

### Is It Idiocy?

Of course, advertising isn't revolutionary. But certain phases of it are. It was revolutionary to advertise guaranteed honesty. It was revolutionary in different lines of trade to do this and that and the other. People have been shocked.

Dealers and consumers have said certain manufacturers are insane. I heard a man in a Pullman train say Wm. Wright of Springfield fame must be crazy to spend around \$20,000 in one issue of the *Saturday Evening Post* to advertise his packages of dancing shoes. But his business is growing by leaps and bounds.

John Wanamaker was said by every business man to be losing his mind when he first exhibited a "One price for all" policy—that's now common practice.

### Upsetting Precedent

I don't want to compare myself with the rednecks mentioned—but people have said that I must be crazy, too. For advertising honest advertised rings before! Why should I give old Mr. President such a wallop? I've had colored pictures painted for me. People have sprayed me with glass and tacked me away in a trunk of despair.

But I'm mighty good "nasty."

For I know people can be made to understand rings, just as they can be made to want thousands of other things—many less desirable.

Rings have always been worn and always will be. The oldest money invested had rings—not only in Egypt but all over. The people you meet on Fifth Avenue wear rings. The mixer is Alaska, the schoolboy in Minnesota, the Mississippi planter, the engineer at Pan-

ama, the railroad telegrapher—men, women, children everywhere wear rings. Nobody hates rings.

### A World Field

Our problem is to get people to buy more rings. Thousands of men and women are here every hour.

To me the field is limitless.

I know of no better way to send people to your store than through advertising rings to them. It arouses interest, creates desire, makes them buy.

If I could, I'd plaster the whole world with W-W-W advertising. And you'd share in the profits.

But even now—with what the W-W-W company is doing—advertising is creating a growing desire for rings. If you don't believe it—write to me and I'll send you letters from dealers who tell me customers come in and say "I want to buy a W-W-W ring."

Is it folly to advertise rings? Well, hardly. If it were—we'd stop instantly. But we know it has increased our business; it has also increased the ring sales of hundreds of jewelers. It has enabled us to reduce the prices on 207 styles of our rings. In only a few years advertising has given us the largest exclusive ring business in the world. As ring specialists—we are at the top. We make only rings—all our energies are directed along one channel.

### Convince Yourself

And if you could only weigh the Peace and Knocks from the trade—just dig the scales up to relatively honest. Prove that you'll favour know that advertising rings is good business.

It may take time to prove it to every last dealer and every last consumer—but one and better thing! have the same experience.

The only compensation in the meantime is the knowledge that *Success is ahead*.

Will you share it with us?

*A.B. Warner*  
W-W-W Rings.

COPY TO CONVINCE DEALERS THAT NATIONAL ADVERTISING BENEFITS THEM

The answer—that they make selling easier, create new desires, give satisfaction and establish good will—savors of the elementary. But remember, to use the words of Mr. Warner, that he is “trying to make people understand what advertising is.” And read this from what the copy says upon the creation of satisfaction by advertising:

“When a manufacturer advertises, he voluntarily goes into a glass house. The product, process of manufacture, the method of sale, the price—every detail is thrown in high relief. The public—like children—fears the dark. A firm that advertises is constantly in the light and cannot be an object of suspicion or distrust.”

Satisfaction creates confidence.

And the complete confidence of the public is what a dealer wants. For no man is in business for a day.

Customers are timid. And human. They always will have an interest in the maker of what they buy. Does he believe in it enough to mark it with his own name? Does the dealer serve them with the best?

“My great trouble,” said Mr. Warner, “is that the average jeweler believes that in buying advertised goods he must pay for the advertising.”

Five instalments of the series have now appeared. After the full dozen have been read and thought upon by the jewelers it would seem that more of them, perhaps, will have come to Mr. Warner's view-point on the subject of advertising.

### Ruling on Telephone Directory Advertising

The Nebraska Railway Commission recently issued an order specifying that advertisements printed in telephone directories be placed either at the top or bottom of pages, not in the center, so the names of subscribers will not be separated. The order further states that the advertisements shall not exceed one inch in depth. The ruling was made after complaint had been entered that advertising between names made it difficult to find the number desired.

### Why They “Went”

“Yonder goes one of the most successful book-publishers in America,” pointing to A. von Hoffman. “In one month this year he put out several tons of books, and they went like hot cakes.”

“What sort of books?”

“Telephone books.”

“I see. Conversational stuff. It always takes.”—“P. E. P.”

### Fair Treatment for Trade-mark Owners in Japan

American manufacturers who find that their trade-marks have been appropriated by clever Japanese textile-makers now active in the China trade may protect their interests by adopting a suggestion of the Department of Commerce.

The method consists, in a word, of registering the trade-mark with the proper authorities in Tokio. If through his well-developed imitative faculty some Japanese manufacturer has been using that trade-mark, the matter will be speedily adjudicated by the Japanese courts. If the proof of priority holds, an injunction will be issued. The same procedure of registration should be adopted in Shanghai.

This is of especial importance to manufacturers of cotton goods to be sold in China, for the pictorial labels pasted on the goods bearing the trade-mark or the “chop” are of great value in identifying the brand. The Chinese hold closely to familiar brands and some of the grades of cotton goods “made in America” have had a well-deserved popularity for years. It is understood that the Japanese authorities will co-operate in seeing that the United States gets fair treatment.—*New York Journal of Commerce.*

### Willys on Future of Auto Industry

“The automobile manufacturer has now reached a point,” says John N. Willys, in *Automobile Topics*, “where he finds the renewal trade quite a factor in the sales. Five years ago I stated that the indications were that it would be merely a matter of time when the building of motor cars would be handled chiefly by five houses. Conditions to-day prove that this prediction was true. Out of nearly one hundred motor-car manufacturers, five supply at least 80 per cent of the entire American output.”

### National Cigar Campaign Coming

Haas Bros., cigar manufacturers, of Cincinnati, O., have plans about completed for a national advertising campaign. The firm proposes to use a long list of newspapers, magazines and perhaps will do some outdoor advertising. It has already commenced the campaign in three tobacco papers.

### Shows Where the Bristles Come From

The Howard Brush Company is using a stuffed wild boar as the central figure of window displays in New York drug stores. A display card tells pedestrians that the sort of bristles used in Howard brushes are obtained from animals like the one in the window. The display is attracting interested crowds.

## There are more people within 50 miles of Boston than there are in the States of New Mexico, Montana, Arizona, Colorado, Delaware, Idaho, North Dakota, Nevada, Utah and Wyoming combined.

In planning to secure your share of the business of this rich territory, bear in mind that the Boston American goes into nearly one in every two of these homes, as evidenced by sworn figures.

The value of the normal factory output of New England totals \$2,670,000,000, and you've no doubt noticed in the newspaper accounts of the European war how frequently and in what variety New England factories are called upon to furnish needed supplies, running many factories at full capacity on double shifts.

This naturally follows, as New England produces over one-seventh of the goods manufactured in the United States and thus must secure a lion's share of war orders. Almost 50% of these manufacturing plants are in Massachusetts.

This extra bulk of new business is immediately reflected in the increased buying power of the people living in this thickly populated territory, for money

in pay envelopes makes ready buyers.

Another thing to consider just at this time is the fact that New England is America's greatest vacation territory. It is estimated that Summer tourists spend \$60,000,000 annually in New England.

It is safe to assume that this amount will be greatly augmented this year with Europe's doors closed against American travelers.

In planning your campaign, make every advertising dollar count by using the paper that offers you the greatest number of readers at the lowest cost. The Boston AMERICAN offers you exactly this in this rich Evening and Sunday field.

***The Boston American is now selling over 400,000 papers daily, which is more than all the other Boston Evening Papers combined.***

***The Boston Sunday American has by far the biggest Sunday circulation of any New England Sunday Newspaper—now over 330,000.***

The advertising rate per line per thousand of circulation is the lowest of any Boston newspaper

*New England's Greatest Home Newspaper*



New York Office  
1789 Broadway

80 Summer Street  
Boston, Mass.

Chicago Office  
504 Hearst Building





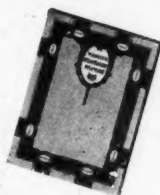
## You Need This Reference Book

The quality of your printing paper makes or mars your booklet. While it is true that poor printing can be done on good paper, the point for you to remember is that good printing cannot be done on poor paper.

This portfolio of printed specimens, in one and many colors, is an aid in selecting the right paper.

It is packed full of helpful suggestions and examples for the man who is trying to make his printed matter sell his goods.

It is very handsome and very expensive, but we will mail it free to any maker or buyer of printed matter who will ask for it on his business letterhead.



In it there is much general information about printing, paper, inks and plates that will be profitable for you to know.

*Constant  
Excellence  
of  
Product—  
The Highest  
Type of  
Competition*

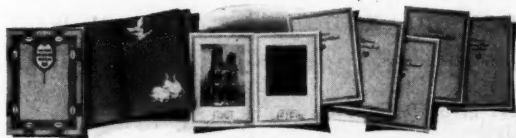
Write to-day for our new Portfolio of samples of Warren's Standard Coated Printing Papers

## **S. D. WARREN & CO.**

163 Devonshire St., Boston, Mass.

*Manufacturers of STANDARDS in  
Coated and Uncoated Printing Papers*

If you find any difficulty in getting Warren Papers from your Printer or Paper Dealer, we shall appreciate your kindness if you will report the case to us in detail.



# The Australasian News Company (LIMITED)

# The New Zealand News Company (LIMITED)

## *Publishers' Agents*

We beg to announce that the above News Agencies have now been in operation almost two years, supplying the news trade throughout the Commonwealth of Australia, including all of Tasmania and the Dominion of New Zealand, with American periodicals as well as Literature of all kinds. The Home Office of The Australasian News Company, Limited, is at 226 Clarence Street, Sydney, New South Wales, with branches at Melbourne, Victoria; Perth, West Australia; Adelaide, South Australia; Brisbane, Queensland, and The New Zealand News Company, Limited, at 150 Wakefield Street, Wellington, N. Z., supplying all the North and South Islands of New Zealand.

We are prepared to handle all American publications and anything in our line.

Arrangements may be made through our United States Agent  
**THE AMERICAN NEWS COMPANY, 9-15 Park Place, New York City**

# Humanizing Advertising

By Wilbur D. Nesbit

Vice-president, Mahin Advertising Company

ONE mistake that some people make is classing advertisements with other forms of literary effort.

There is as much difference between writing a story and writing an advertisement as there can be between any other two things in the world. A man may write a story, he may send it to a magazine, sell it, and it will be printed. If you buy that magazine, pick it up, turn to the page where the story appears and begin reading it, you will read the title and at least part of the story because you have bought the magazine to read. There is no conscious effort on the part of the story writer or of the story itself to make you read it. If you don't like it, you stop reading it, and turn to something else in the magazine. There is plenty more in the magazine to give you your money's worth, anyhow. The writer of the story or poem has been paid for it, and that ends the argument so far as he is concerned. So there is satisfaction all around.

But take an advertisement, for example. It is written, and, instead of the magazines paying for it, the advertiser has to pay the magazine for printing it. It must be so written and so displayed that it will interest you—not merely attract your attention, but really and truly interest you. When it interests you it must also convince you, and when it convinces you, it must make you want to buy the thing it advertises—that is the sum total of the purpose of an advertisement. It must work after it is written and after it is printed. It must pay for itself over and over and it must sell the goods. We often hear someone liken an advertisement to a salesman. There is a mighty wide difference between an advertisement and a salesman, and yet their functions

are similar. An advertisement should be a thousand or ten thousand salesmen in one. The ordinary salesman has his list of dealers upon whom he calls, or, if he is a retail salesman, he has a regular run of customers with whom he comes in contact. That is his trade and that is his world. Any business man knows that the characteristics of people vary with the section of the country in which they live. The salesman who is successful in his approach to people in one city or in one locality sometimes fails utterly in his efforts to sell to those elsewhere.

## UNIVERSAL APPEAL SOUGHT AFTER IN ADVERTISING

An advertisement that sells the goods has to have all natures in one. It must make all kinds of appeal at once. The advertisement that you like to-day, the one that you read this morning and which you said was exactly the kind of an advertisement that appealed to you, is the same one that is going to the business man in his office in New York, that is going to his wife in her home over on Long Island, that is going into the homes way up in Maine, that is traveling up through Canada and talking to the people from Quebec to Vancouver, that is interesting the people way out on the Pacific Coast, that is trudging into the mining-camp and talking to the miners, that is finding its way out over the great prairies into the ranches and getting the interest of the cowboys and the farmers, that is traveling down through Texas and Florida and Louisiana, Alabama, Georgia and Mississippi, going into the fruit farms, the cotton plantations and everywhere finding a response. It is coming up through Tennessee, Kentucky and Virginia and over through Ohio and Indiana and Illinois; it is going into every State and every city and every town; it is trying

Part of address before the Advertising Affiliation, Rochester, N. Y.

its best to talk to every man and woman in the country; it makes itself as much at home in the palace on Fifth Avenue as it does on the little vine-covered porch of the farmhouses in Iowa.

Yet it is the same advertisement which speaks to each one in a language which appeals to all and which they understand, although it is just the same copy and just the same wording that goes to all these people through the same medium. I don't suppose that the man who writes the advertisement has all these different people and all these different kinds of people in mind at the time he writes it—in fact, I know that he doesn't. He might generalize to some extent as to the class of people to whom a particular medium appeals, but in the main if he is a successful copy writer, he thinks first and almost all the time of the goods he is advertising and of the institution which produces them.

#### ADVERTISEMENTS THAT ARE "HEART HIGH"

I remember one time when I asked James Whitcomb Riley, in the presumptuous innocence of my youth, to what he attributed the great success of his poems, such as "The Old Swimming Hole," "Little Orphant Annie" and "An Old Sweetheart of Mine" and others like them. I asked him why he didn't write the sonnet or the ballade or any of the classic forms of poetry.

He said to me: "There are about 2,000 people in the whole world who know what a sonnet or a ballade is. The classic forms of poetry will go right over the heads of the average run of humanity, but all human hearts are on the same level, and if a man just writes Heart High he is always sure of having an audience."

And that "heart-high" idea has always appealed to me in the preparation of advertisements. I believe that the advertisement which is made heart high is pretty sure to be brain high and, in the end, to be pocketbook high. The really successful advertisement is the one which contains the policy

and principles and the influence of the institution, whether it be a manufacturing plant or a department-store.

The next thing a copy writer must do after having been provided with all the necessary data is to get the inspiration. Unless the man who is to write your advertising can be inspired to carry your message as it should be carried, your advertising is pretty apt to be flat, stale and unprofitable.

There is just one way he can get that inspiration and that is from you. When a man tells a man who is to write his advertisement in a calm, uninterested voice: "We have a pretty good product, and we think that if you just say that it is a good product you will say about all that can be said in our advertising," he has pretty effectively handicapped the talent of that copy writer. There are not many such men in the world, however.

It is the contagion of belief that makes all great political parties. It is the contagion of belief that makes all successful businesses. And the business man who can spread that contagion of belief to his advertising representative is the one whose advertising will be successful for him. Whenever you find such a man, you find a man who is more than 100 per cent a salesman. He is a creative, constructive salesman. He is a salesman who is able to multiply himself.

You often see the expression "trained writer." People say that so-and-so is a "trained writer" of advertising. There is no such thing as a trained writer of anything. The trained writer isn't trained at all. He was simply born to be a writer. And there are as many classes and degrees and differences of writers as there are of anything else. One man can write stories and one man can write poems, one man can write plays, one man can write editorials, another man can write news—but it doesn't follow because he can do any one or all of these things he can write advertisements.

## Book Trade to Put Price - protection Plan Up to Commission

Called "Consignment" System, but Has Provision That Retailer Must Buy 90 Per Cent of New Books He Orders—Association Hopeful, but Will Take No Chances—Serial Numbers on Books

A NEW plan, aiming to secure price-maintenance by provisional consignment, was presented to the American Booksellers' Association by the Booksellers' Board of Trade at one of the sessions of the association's convention in New York last week.

It was generally approved as being in line with the practice in the book trade in Germany, Denmark and other foreign countries, and as offering possibilities for putting an end to predatory price-cutting in this country, but it was thought best to proceed with caution, and, before proceeding to put it into operation, take counsel first with the Federal Trade Commission.

It was, therefore, referred back to the board with instructions to take it up with Washington and obtain a ruling on it. This is expected to be done in the near future. The president of the board is Charles E. Butler, of Brentano's, New York.

### THE PLAN IN DETAIL

The plan was suggested by William H. Arnold, of the Syndicate Trading Company, of New York. It is, in part, as follows:

"Ownership now being established by the Supreme Court of the United States as the only basis of control of prices of merchandise, any plan for the improvement of conditions in the distribution of books in this country that involves the prices at which books shall be sold must include the principle of ownership as its chief factor.

"The plan now offered contemplates continued ownership by the publisher after the books have

passed into the hands of the bookseller, with such provisions as will avoid the usual consequences of placing books on memorandum.

"Briefly stated, the plan is to let the bookseller have all new books on memorandum during a period of a few months, with the understanding that in consideration of such arrangement the bookseller agrees that on the termination of the period he will buy outright not less than ninety per cent of all the new books thus supplied, returning to the publisher not more than ten per cent of the total of these new books at the invoice price. Payment for those retained to be made at the time of purchase, which is at the termination of the period.

"Under this plan supplies of new books would also be received and sent out by jobbers.

"Ownership during the period being with the publisher, he will name fixed prices for the period, during which it would be a violation of the owner's rights—that is to say, the publisher's—for the bookseller to sell the books at different prices from those fixed by the publisher. Thus the price for each new book would be established for a certain period.

"At present the customary terms of payment average about two months, and, as the new plan averages four months, there is, at the usual rate of interest, one per cent to be added to the previous loss, making the total direct loss about four and one-half per cent on the transactions.

"By making a slight addition to both the wholesale and the retail price of each book the publisher would eliminate this loss."

It is proposed to issue some of the new books in series, with the number hidden under the binding.

"Thus by nothing less than the destruction of the covers could this certain means of identification be removed.

"The price-cutter, soon learning that irregular ways of procuring the leading new books as issued would not be practicable, could carry out his purposes only by buying new publications at retail.

This he would scarcely be willing to do."

Besides the gain from the maintenance of price, the publishers would also have the advantage derived from the removal from the market of books that have proved unsalable at normal prices and the consequent increased readiness of customers to take new publications.

Mr. Butler informed PRINTERS' INK that the association was proceeding with caution because the question had been raised that the courts might not regard this plan as being in reality a system of consignment, but rather, in effect, a sales contract, which, of course, would be unenforceable at law and would, moreover, expose the members of the association to another suit for damages at the hands of a price-cutting retailer who should be refused a supply of books. But the association was optimistic and intended, at any rate, to sound the Federal Trade Commission on the matter.

### Names of Michigan Publications Conflicting

WALLACE C. RICHARDSON, INC.  
New York, May 15, 1915.

Editor of PRINTERS' INK:

My attention has been called to a report of an A. N. A. committee in your May 13th issue in which reference is made to *Brownell's Dairy Farmer* (formerly *Michigan Farmer*). This is a mistake.

*Brownell's Dairy Farmer* has no connection whatsoever with the *Michigan Farmer* (which we represent), and it is liable to cause a misconception in the minds of advertisers.

*Brownell's Dairy Farmer* was formerly the *Michigan Dairy Farmer*.

I would appreciate it if you would kindly make a correction of the error in the committee's report in an early issue.

We fully appreciate the necessity of this correction, as we know your publication is read by practically every prominent man in the advertising business.

W. C. RICHARDSON,  
President.

### Recreation at Chicago Convention

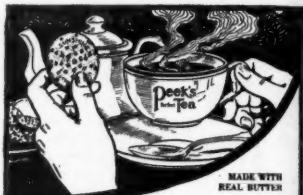
The Advertising Association of Chicago has challenged the St. Louis Ad Club to play baseball, June 19th, at the White Sox Park, Chicago. The entire receipts will go to the "Off-the-Street" Club, a charity upheld by the Chicago Admen.

### Hooking Up With a Big Campaign

Peek Brothers & Winch, packers of Peek's Teas, are featuring Sunshine biscuits in their advertising.

"Sunshine Butter Thins, the ideal tea biscuits, taste doubly fine when accompanied with a cup of delicious tea made from Peek's Perfect Tea," reads the copy.

From the copy one might get the idea that the Loose-Wiles Biscuit Company and Peek Brothers & Winch had agreed to co-operate in a sampling plan. But George W. Hopkins, of the



### Sunshine Butter Thins

— The Ideal Tea Biscuits —

TASTE DOUBLY FINE WHEN  
ACCOMPANIED WITH A CUP OF  
DELICIOUS TEA MADE FROM



The Tea you have often longed for

biscuit company, tells PRINTERS' INK there is no co-operative sampling feature.

"It is an example of cashing in on a big advertising campaign," Mr. Hopkins remarked. "We are using lots of space on Sunshine Biscuits and the tea packers are hooking up with a well-known product."

"Of course it helps us, also. The featuring of our tea biscuits in connection with the tea demonstrations is sure to be of value to us."

Space is now being used by the Loose-Wiles Company in the newspapers of Greater New York, following up the announcement that the concern would concentrate part of its advertising resources on the metropolis.

Malcolm Stearns, New England advertising manager for the *People's Home Journal*, has joined the New York staff of the Curtis Publishing Company. Mr. Stearns was for some years on the advertising staff of *Good Housekeeping*.



# Worth While?

**YES SIR! Your Sales Message in a woman's publication that goes directly into the hands of the mother—the family buyer—in 575,000 real, comfortable, representative homes, is *decidedly worth while.***

315,000 OF THESE HOMES are concentrated in the prosperous Central Western Group of States. 72.1% of the entire circulation is in towns of 25,000 and under,—the cream of this responsive field.

TIME AND AGAIN it has proven itself worth while and the logical medium to reach the housewife and mother—the most desirable and continuous buyer of all consumers.

THE PUBLICATION with the vigorous Western viewpoint and unusual editorial appeal that so acceptably dominates this splendid field is

## THE MOTHER'S MAGAZINE

"Her Trade Journal"

ELGIN

ILLINOIS

**Wesley E. Farmiloe, Advertising Manager**

CHARLES W. YATES,  
5204 Metropolitan Tower,  
NEW YORK.

W. J. MACDONALD,  
1029 People's Gas Bldg.,  
CHICAGO.

SAM DENNIS,  
408 Globe-Democrat Bldg.  
ST. LOUIS.

*Member Audit Bureau of Circulations*

## Scouting for Automobile Sales Prospects

This Dealer Uses "Noses" to Get Names of Likely Customers—Does Your Car Look Shabby?—Look for Invitation from Him to Trade It Advantageously for a New One

"**A**UTOMOBILE selling was a game before 1907. From that time to 1915 it was a business. Now it is becoming a science."

This assertion is made in *Automobile Topics* by one in close touch with the trade. He cites the case of a dealer in a large city of the Central West to prove his point:

"The underlying idea is that of getting prospective customers into the salesroom and staging the whole effect in such a way that they are made customers. The 'pulling-in' process has many phases, and the 'scenery' for the stage-setting is not canvas painted on one side, but is real all the way through.

"The customary newspaper advertising and the personal acquaintanceship of the salesmen are, of course, employed to bring people in, supplemented by letters to selected lists obtained from social registers, directories of business officials, office-building lists, prominent club memberships, telephone-subscribers' lists, and the like.

"But the dealer has another strong card.

"On the map the city is divided into sections, and in each section he has a 'nose' working. The 'nose' is a man who visits garages and keeps his eyes open for cars that are beginning to look worn or shabby. When he sees a car that is in a condition that makes it likely that the owner would consider a trade for a new car, he takes a memorandum of its license number. He does not approach the owner at all, in any attempt to make a sale, but simply sends his memorandum to the office.

"From the license number the

dealer is able to learn the name and address of the owner of the old car, and very promptly the owner receives a letter, courteously inviting him to come in and discuss the terms of a very favorable trade that the dealer believes could be made on the old car. The mention of the make and model of the old car assists in lending point to the letter, and a surprisingly large proportion of the owners thus addressed respond in a few days either by letter or by driving around to the dealer's establishment. This is the result that is sought.

"To get the prospective customer into the salesroom is in itself a definite achievement, whether the sale is closed on his first visit or not. It opens the path to subsequent visits and makes him personally familiar with the place.

"So important is the visitor's first impression that nothing is left to chance in this connection. In the center of the salesroom, right near the door, there is stationed a man whose duty it is to meet every visitor and assist him to find the man he should see. There is no waiting or embarrassment for the visitor, through inattention or indifference on the part of those in the salesroom. He is immediately brought into contact with the right man to handle his case, whether he comes in response to a trading offer, is a first-time buyer, or wants a repair job."

This dealer has other ingenious methods of getting prospects into his establishment. He sends each year license application blanks to his customers, only needing their signature. The blanks are returned to the dealer and he gets the licenses and plates and charges the actual fee costs on the customers' accounts. When the number-plates arrive the customers are invited to come to the store and have the plates put on. This brings them to the store, and affords another opportunity for the salesman to inquire how the car is running and to learn whether or not the customer will soon be ready for a new car.



## As Good As Gold

Advertise to the man who has the money—  
and the power to get more—that's the great  
American farmer. He's never out of work.  
Never requires charity. Never goes bank-  
rupt, seldom fails and always pays his bills.  
His business is sound. His methods are  
sound. His character is sound. He's close  
to nature and he likes the truth.

# FARM NEWS

Farm News is one of the best mediums through  
which to reach 400,000 good, honest, substantial,  
well-to-do farmers—mostly in the Middle West where  
farmers are richest and most progressive. Farm News pays  
and produces good results because our subscribers like it, and  
read it. Put it on your list. "Buy it Now."

**SIMMONS PUBLISHING COMPANY**  
**SPRINGFIELD, OHIO**

*Also publishers of The Family Magazine (500,000 subscribers)*

**NEW YORK OFFICE**  
225 Fifth Ave.  
WM. H. HOGG, Mgr.

**ST. LOUIS OFFICE**  
Third Nat. Bank Bldg.  
A. D. McKINNEY, Mgr.

**CHICAGO OFFICE**  
1950 People's Gas Bldg.  
T. W. FARRELL, Mgr.

## B. R. T. Appoints Advertising Manager

The Brooklyn Rapid Transit has appointed Joseph P. Day manager of the advertising, vending and newsstand privileges of its lines. An account of the difficulties existing between the B. R. T. and the Inter-City-Car Advertising Company appeared in last week's issue of *PRINTERS' INK*.

Mr. Day is a well-known New York real-estate advertiser and auctioneer, a strong and forceful advertiser of his business, and a frequent and popular speaker before New York advertising organizations.

He will have associated with him Stanley Eaton Gunnison, who for ten years has been with Ward & Gow. Mr. Gunnison is a nephew of Herbert F. Gunnison, manager of the Brooklyn *Eagle*.

## Appel on Speaking Tour

Joseph H. Appel, advertising manager of John Wanamaker, left last week on a trip to the Pacific Coast, and will address several advertising clubs in the various cities along the way.

On May 27th Mr. Appel will appear on the programme of the Pacific Coast Advertising Men's Convention. He will also speak in Denver on the 19th of this month, in San Francisco during the first week in June, in Portland, Oregon, on June 7th, and in Seattle, Washington, on June 8th.

## Chevalier With Ewing & Miles

J. C. Chevalier, formerly with the United Profit-Sharing Corporation, has joined the staff of Ewing & Miles, Inc., New York. Prior to his association with the United Profit-Sharing Corporation, Mr. Chevalier was president of Geo. L. Mitchell & Staff, of Philadelphia. Mr. Chevalier will cover Philadelphia and surrounding territory for Ewing & Miles.

## Accounts Placed With the Martin V. Kelley Co.

The Martin V. Kelley Company, just organized in Toledo, Ohio, will handle the advertising of the Willys-Overland Company, Stewart-Warner Corporation, Garford Motor Truck Company, Champion Spark Plug Company, Milburn Wagon Company, and other national advertisers.

## W. C. Walsh Joins New York "Times."

W. C. Walsh has been given charge of the department of promotion of the New York *Times*. He served for several years in a similar capacity on the New York *American*, and for eight months past has been in charge of the promotion department of the New York *Tribune*.

## To Be Nominated for President A. A. C. W.

Advertising men of New York have asked Herbert S. Houston to accept a nomination for the presidency of the A. A. C. W., and he has agreed to allow his name to be presented to the delegates at the Chicago convention. S. C. Dobbs, of Atlanta, Ga., ex-president of the Associated Clubs, will make the nominating speech.

Mr. Houston is vice-president of Doubleday, Page & Co., and thus far his name is the only one announced for the presidency.

As chairman of the Educational Committee, Mr. Houston had the opportunity of becoming widely acquainted with the individual clubs throughout the country and their needs.

## Frey Fixed-price Suit Field

The suit of Frey & Son, Inc., Baltimore wholesale grocers, against the Cudahy Packing Company and the Welch Grape Juice Company was filed in the U. S. District Court at Baltimore on May 12. The nature of the suit, brought under the anti-trust laws, was described in last week's issue of *PRINTERS' INK*.

## Lecture on "The Making of a Trade Paper"

John Clyde Oswald, president of the Oswald Publishing Company, New York, addressed the Forum on Industrial Journalism at New York University on May 19, on "The Making of a Trade Paper." This was the concluding lecture of the series.

## Cup Given Mac Martin

Mac Martin, the retiring president of the Minneapolis Advertising Forum, has been presented with a silver-inlaid cup by his fellow members. Mr. Martin has been succeeded by H. B. Craddock as president of the Minneapolis Club.

## Sherman & Bryan's New Secretary

Harold A. Lieber has been elected secretary and director of Sherman & Bryan, Inc., New York. He has been connected with the organization for three years.

## Luncheon for James Mackay

The staff of the *Dry Goods Economist* tendered James Mackay a luncheon recently, upon the occasion of his resignation to join the H. E. Lesan Advertising Agency, Inc., of New York. He was presented with a loving-cup.

## Enters Department-store Field

L. R. Crawford has resigned from the Omaha *Bee* to become advertising manager of J. L. Brandeis & Sons' department store, of Omaha.

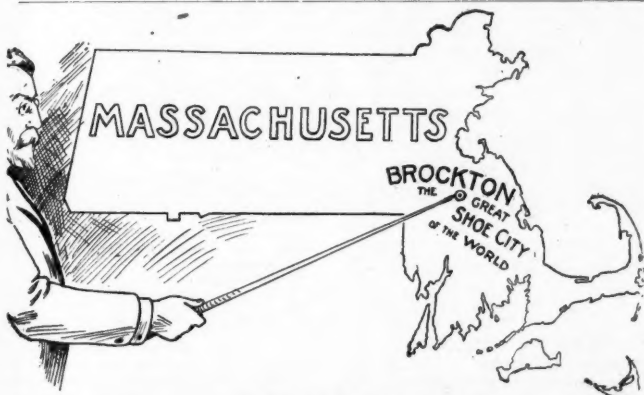
## "Printers' Ink" Statute in Missouri and Colorado

Ten States Now in Line With Adequate Laws Against Fraudulent Advertising—A Brief Summary of the Situation Up to Date—Twenty-four States Now Have Advertising Laws

THE PRINTERS' INK Model Statute is now law in Missouri and Colorado. The New York statute has been superseded by a law modeled after the PRINTERS' INK statute, but containing the word "knowingly." This New York law also provides that the agent or employee who makes a false statement in advertising copy is equally guilty with his principal or employer. North Carolina has enacted a law which follows the Model Statute almost word for word, but contains the following

clause: "Provided said advertisement shall be done wilfully and with intent to deceive." West Virginia passed the Model Statute with an addition penalizing agents and employees. Such is the record up to date for the legislative sessions of 1915. Fraudulent advertising bills have also been introduced in the following legislatures, which are still in session: Illinois, California, Texas, Tennessee and Massachusetts.

Ten States now have the PRINTERS' INK Model Statute on the books: Ohio, Minnesota, Washington, Nebraska, North Dakota, New Jersey, Rhode Island, Louisiana, Missouri and Colorado. Six States have enacted the Model Statute in amended form. Iowa, Michigan, Wisconsin and North Carolina have emasculated the statute by the addition of the word "knowingly" or its equivalent. West Virginia has added a



## THE CITY OF WORKERS AND WINNERS

Population 64,000 Trading Center for 100,000

IT IS WORTH WHILE for the General Advertiser to select newspapers that the people LIKE BEST, the evening papers that go into families, that carry many want ads and that are most largely used by local merchants. To this class belongs the

# Brockton Daily Enterprise

(Established 1880)

DAILY EDITIONS EXCEED 14,000

12 to 32 pages Flat rate, 35c per inch Carries a page of want ads

The Enterprise is a 2 cent evening newspaper sold at a profit. Advertisers do not have to pay all the cost of publication. Send for specimen copies and full rate card.

drastic amendment which holds the advertising manager or the advertising agent legally responsible for the truth of statements of fact made to him by the advertiser. New York has amended the statute in both the above particulars.

Seven States—Connecticut, Indiana, Maryland, Massachusetts, Oregon, Pennsylvania and South Dakota—have fraudulent advertising laws based on a different form of statute, which penalizes false statements regarding "the quantity, the quality, the value, etc.," of goods which are offered for sale. These laws also contain the word "knowingly." Utah has a form of statute which does not fall within any of the above classifications. It penalizes any person who shall "knowingly produce, publish, print, use, circulate, display or transport any false, fraudulent or misleading advertisement."

Those who are interested in keeping the legislative record up to date should add the following:

**COLORADO.**—Senate Bill 15, Laws of 1915. The PRINTERS' INK Model Statute. Each offense is punishable separately. An added clause exempts publishers who accept copy without knowledge of its fraudulent character. Justices of the Peace are given jurisdiction of offenses falling within the provisions of the act. Penalty, \$10 to \$300, or imprisonment for thirty days, or both.

**MISSOURI.**—House Bill 232, Laws of 1915. The PRINTERS' INK Model Statute. An added clause exempts publishers who accept copy without knowledge of its fraudulent character. Penalty, \$25 to \$500, or imprisonment from ten to ninety days, or both.

**NEW YORK.**—Chapter 569, Laws of 1915; Section 421, Penal Code. The PRINTERS' INK Model Statute amended by the addition of the word, "knowingly." Also amended to penalize members of firms, agents and employees. Penalty, \$25 to \$1,000, or imprisonment of not more than one year, or both. Takes effect September 1, 1915.

**NORTH CAROLINA.**—Senate No. 703, Laws of 1915. The PRINTERS'

INK Model Statute amended as follows: "Provided said advertisement shall be done wilfully and with intent to deceive." Penalty, not exceeding \$50, or imprisonment for thirty days.

**WEST VIRGINIA.**—Chapter 43, Laws of 1915. The PRINTERS' INK Model Statute amended as follows: "Such violation, by an agent or employee, shall be deemed an offense as well as by the principal or employer, and they may be indicted for the same, either jointly or severally." Penalty, \$10 to \$100.

### Barker Appoints Committee to Co-operate With A. A. C. W.

The following committee has been appointed by Charles E. Barker, vice-president of the United Profit-Sharing Corporation, and director of the Premium Advertising Division, to co-operate with the General Publicity Committee of the Associated Advertising Clubs of the World:

V. C. Brown, of Sperry & Hutchinson; S. W. Eckman, of B. T. Babbitt, Inc.; A. E. MacKinnon, of Hamilton Corporation, and Charles R. Sherlock, of the United Cigar Stores Company. The committee has in charge the providing of a booklet and store-window hanger for distribution throughout the United States. Mr. Barker's committee handled the same work a year ago.

### Westinghouse Buys Stevens Plants in Massachusetts

The plants and business of the J. Stevens Arms & Tool Company and the Stevens-Duryea Company, of Chicopee Falls, Mass., have been purchased by the Westinghouse Electric & Manufacturing Company. Both plants will be utilized in the manufacture of military rifles, though the corporate and commercial identity of the Stevens Arms Company will be retained and its usual line of rifles will be manufactured. After the war-order rush is over Westinghouse products will be made in both plants.

Announcement was made several months ago that Stevens-Duryea automobiles would be no longer manufactured.

### To Help the War's Wounded

Bauer & Black, of Chicago, are now featuring a "war box" in drug stores. The box contains  $\frac{1}{4}$  pound of absorbent cotton, two 2-inch gauze bandages, four envelopes of folded gauze, and 14 adhesive plasters. Each carton contains the printed address of the American Red Cross Society with blank spaces for the name and address of the donor. New York City drug stores are displaying the packages in their windows.



One Advertising Agent says: "If advertisers would only take the time to read all the periodicals they contemplate using, The Breeder's Gazette would be on every general list in America."



## Is the Newspaper Situation Shifting in St. Louis?

Events of the past six months in the "Fourth City" strongly point that way. St. Louis Star shows most marked change in afternoon field.

When such expressions as "Keep your eye on that paper at Twelfth and Olive," and "See where the Star again 'scooped' the ——— and the ——— on the sinking of the Lusitania," are heard daily on street corners, in offices and other downtown places, it is obvious that such a newspaper is doing something unusual to attract the news-reading public. Even the most partisan supporters of its rivals must realize that, whether they admit it or not.

Six months ago the Star made many sweeping changes in its editorial and business departments; a new declaration of principles was proclaimed, and its make-up and general appearance so altered that many of its oldest readers scarcely recognized it. To-day it may be said to compare favorably with the best edited and best printed newspapers in the West.

The growing popularity of the Star and the endorsement of its new policy by leading men in local as well as national business and civic life is expressed in the following excerpts from recent congratulatory messages to the publishers:

"A big something has transpired to make the Star brighter and more attractive within the last year. It would seem that the street sales must have largely

increased from the greater frequency of its readers seen in the street cars. Just what has brought this about the new management doubtless knows, and it must be gratifying that the efforts put forth have been successful." Geo. T. Parker, Pres. Scarritt-Comstock Furniture Co.

"Clean in its thoughts and expressions; uplifting and broad-minded in all its policies; fearless and uncompromising in all its efforts to crush crime. The paper merits success and has attained a fixed place in the heart and mind of all good citizens." Festus J. Wade, Pres. Mercantile Trust Co.

"While aggressive, it also has been constructive, and through its forceful editorials and clever cartoons it has been a great power in the community." H. W. Kiel, Mayor.

"The St. Louis Star, under its present management, has demonstrated that it is a powerful force for construction in our civic life, and a mighty foe to destructive tendencies on the part of individuals or organizations." Howard Sidener, City Prosecuting Attorney.

"I have noticed a wonderful improvement in the Star's mechanical make-up during the past few months, and I have noticed, too, the improvement in the news service, the increase in volume of local and foreign advertising carried, the increased number of advertisers using the Star, and I can see a very bright future ahead for the Star." Chas. A. Stix, Pres. Stix, Baer & Fuller D. G. Co.

"I think it is wonderful that during the past year, in spite of the general business depression which has been felt all over the country, you should have made such an increase in your advertising. The paper as a whole is very much improved." Dan C. Nugent, Pres. B. Nugent & Bro. D. G. Co.

"I believe and I know that your mechanical make-up is so much improved that in comparing it with a few months ago the difference stands out very prominently. I congratulate you upon your success." Moses Shoenberg, V.-P. Famous & Barr Co.

What prominent St. Louisians have said about the Star and its remarkable transformation in six months, undoubtedly reflects local opinion generally: to the outsider who measures a newspaper's growth by its increasing advertising patronage, the table of figures shown on the opposite page is still more significant.

*Advertisement.*

# St. Louis Star Still in the Ascendancy

Sixth straight victory for the only growing afternoon paper in St. Louis!

More than a quarter-million lines gained.

From November, 1914, to April, 1915, inclusive—six consecutive months—the St. Louis Star gained over 260,000 agate lines of paid advertising, (excluding city and legal printing) while its two afternoon rivals during the same period lost over 400,000 lines.

How the rising Star totally eclipsed its rivals is graphically told in the table below:

	STAR GAINED	Nearest Rival LOST	Next Rival LOST
NOVEMBER	25 Cols.	156 Cols.	82 Cols.
DECEMBER	208 "	302 "	238 "
JANUARY	150 "	185 "	327 "
FEBRUARY	239 "	37½ "	68 "
MARCH	154½ "	87½ "	* "
APRIL	97 "	85 "	138 "
	GAIN 873½ "	LOSS 853 "	LOSS 853 "

\* Gained 48 Columns

As will be noted above, the Star alone shows an unbroken record of steady gains during the past six months—its two rivals showing a loss every month but one.

Figuratively and literally speaking, the comparisons given herein would seem to suggest to shrewd advertisers the wisdom of "hitching their campaign to the Star."

## THE ST. LOUIS STAR

"A Paper With A Purpose"

JOHN C. ROBERTS  
Owner and Publisher.

LEON J. VAN LAEYS  
Manager.

EDWARD S. LEWIS  
President and Editor.

Advertising Representatives: John M. Branham Co.  
Mallers Building, Chicago. Brunswick Building, New York.

Member of Audit Bureau of Circulations.

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# THE EVENING TELEGRAPH

*Philadelphia's Live Afternoon Newspaper*

## Heartily Endorses

the Efforts of

*The Poor Richard Club*

*to Bring the*

## Annual Convention

of the

**ASSOCIATED ADVERTISING  
CLUBS OF THE WORLD**

***To Philadelphia in 1916***

In doing this, *The Evening Telegraph* is actuated by selfish motives. *First:* It believes that the presence here of these hundreds of Advertising Experts will not only be a good thing for Philadelphia, but also for the visitors and the diversified interests they represent. *Second:* It desires the visiting Advertising Men to see *The Evening Telegraph* in its own home town so that they can learn just what its own people think of it.

***There are More than 350,000 Homes in Philadelphia  
The Evening Telegraph Goes Into the Best of Them***

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## Mr. Ridgway Discusses the Causes of Something He Says Never Happened

(Continued from page 62)

the old personality is restored or a new personality is discovered. For obvious reasons I do not care to enlarge upon this point. But I repeat, and it is true whether the business be large or small, in every case and in all cases when you take the personality that has made a business successful out of the business, the business inevitably suffers unless another personality take its place.

When *Everybody's* was the "bell-wether" of the flock, I was giving it all of my time. Five years ago, in helping to undertake make the Butterick publications, I necessarily had less time and less effort for *Everybody's*. Three years ago I joined the sun-chasers and for two years followed them South, West, abroad, in the search for health before I found it. Eight months ago I took up my work again and the Little Schoolmaster will show in the records for the June magazines that my magazine shows a gain in the number of lines carried over the previous year for the first time in, lo, these many years.

Like a good many other things declaimed from the forum, that is not as good as it sounds. For while we show more lines, we shall have less cash. We have lowered the rate. Like a good many other things declaimed from the forum, that is not as bad as it sounds, for while we were charging the higher rate a year ago, when the rebate is deducted the real difference in the rate is not a hundred and fifty dollars a page, as appears on the surface, but less than half that amount; so that our cash showing this year in the midst of the war will be almost as good as our cash showing last year before the war, and, in addition, our business relations with the advertiser are on a very much sounder and, therefore, a very much more promising basis. All of which I offer as a perfect

illustration of the impossibility of accurately estimating the conditions of a business without knowing all the major facts about that business.

### WHY A MAGAZINE SUCCEEDS

The condition of a magazine and its prospects can never be determined simply by the number of lines of advertising it is carrying, nor even by the cash it is receiving, nor by the circulation alone, nor by the contents alone, but by all these taken together, plus the personality or personalities back of it. The same thing is true in very nearly if not every kind of business.

As to the future of *Everybody's*, I make no predictions, neither do I wish to prepare an alibi. Whatever the future, I assume the full responsibility. I may not have been as paramount as I believe I was in the earlier success of *Everybody's*. I promise you, however, and in a firm, if chastened spirit, I promise my fellow publishers that I shall never again, even partially, justify an invitation to address a distinguished company of advertising men on this subject, and if I am ever so fortunate as to receive another invitation to address your association, please make sure that I am not asked to talk to you seriously for half an hour about something that never happened.\*

\* From time to time PRINTERS' INK has been accused by the newspapers of being run in the interests of the magazines, and by the magazines of being run in the interests of the newspapers; by the trade journals of being run in the interests of direct advertising, and by the direct advertising people of being run in the interests of the trade journals, etc. We have rather flattered ourselves that these counter-accusations were the best evidence of PRINTERS' INK's strict impartiality and fairness. There is nothing in Mr. Ridgway's presentment to upset the previous verdict in our Court of Last Resort—our subscribers, the national advertisers, for whom PRINTERS' INK continues to be exclusively edited.—[Ed. PRINTERS' INK.]

### Osborne Represents "Public Ledger"

Guy Osborne, who until recently represented the Philadelphia *North American* in the West, will in future represent the *Public Ledger* in that field.

# Case For and Against Coupons Laid before Advertising Men

Agency Man Locks Horns with Editor on Value of Trading-stamps and Coupons

A Lively discussion of the merits of manufacturers' premium coupons and retailers' trading-stamps, which took place before the regular monthly dinner of the Advertising Men's League of New York at the Aldine Club, May 11, revealed, so far as could be judged by the speeches and the applause, for no vote was taken, a sentiment almost overwhelmingly in favor of coupons and stamps. Some 140 advertising men and guests sat down to dinner under President Harry Tipper, and later heard F. Huber Hoge, of the Frank Seaman Agency, present the case for the coupon, and S. H. Ditchett, editor of the *Dry Goods Economist*, the case against it. In the discussion which followed the coupon was championed by Richard H. Waldo, of the New York *Tribune*; A. E. MacKinnon, of Sperry & Hutchinson; C. Henry Hathaway, of *Good House-keeping*; George C. Hurst, of the Osborne Company, and a number of others, while A. C. Pearson, general manager of the *Dry Goods Economist*, and W. H. Wood, of the Premier Service, Inc., spoke against it.

## SENTIMENT OF AUDIENCE FAVORS COUPONS

The sentiment of the audience seemed to find expression in Mr. Waldo's statement that the discussion had "shown the interests of coupons and national advertisers to be identical, and the interests of those opposed to coupons and opposed to nationally advertised goods identical, also." Mr. Pearson warned the company that it would be a very bad thing for national advertising to go out to the world bracketed with coupons, but the sentiment stood.

Mr. Hoge opened the debate with the statement that he purposed to give an impartial discussion of coupons, as one who had something to do with the handling

of a coupon account and as an advertising man who finds his bread and butter mainly in working with newspapers and magazines.

He said in part:

"Over one hundred million dollars annually are spent in the premium business, which means that it aided in the selling of over two billion dollars' worth of goods. So premiums have passed their experimental stage. Anything that has helped sell goods to the extent of four times the value of the entire wheat crop of the United States is no experiment. It had to prove itself to grow so large.

"A thing must also stand the test of time. The premium business is more than sixty years old.

"Like printed advertising, premiums have had to struggle through dishonest use, ignorant use, abuse and misunderstanding. Only through their great inherent power did either printed advertising or premiums survive all this and emerge onto the broad plain where they now stand, powerful forces for clean, economical merchandising.

"Of course, no legislation prohibiting the use of trading-stamps or coupons has ever gone into effect. Some was passed, but the courts always threw it out as being on a par with trying to have a law that forbade the use of newspapers or billboards. Doubtless that would have followed.

"Out of all this the responsible and capable among the trading-stamp companies emerged practically unscathed. To-day the leading stamp companies can point back to a steady growth and are bigger, more vigorous and indeed more helpful to the merchant than ever before. For trading-stamps, properly used, have justified themselves on three grounds:

"First—They help attract business and keep it loyal.

# Recent additions to the dictionary

## Can You Define These Words?

"NOTE—A good indication of the growing popularity of the Saxon car is the fact that its name is no longer used merely as a proper noun denoting that particular make of machine. In letters from owners we find the word has been made into a verb and modified into various forms to describe different phases of light motoring. If the present tendency continues it won't be long till 'Saxon' becomes a common noun like kodak or victrola."

**Saxoning** (*verbal noun*)—A new form of outdoor activity, indulged in by all classes to a rapidly increasing extent, consisting of driving or riding in the handsome, powerful, high grade but low-priced automobile called a Saxon.

*Example*—Saxoning is good for the health, the family and the pocketbook.

**Saxoneer**—(*noun, masculine*)—(1) One who drives a Saxon; an active, outdoor-loving person, who enjoys all the delights and benefits of motoring—without the big bills.

(2) One who can afford to have and use both a roadster and a six-cylinder touring car for less than people used to pay for a single automobile less up-to-date than either.

(3) A man whose motoring is an incidental expense—instead of one of the big items of his yearly budget.

*Example*—Saxoneers go everywhere that other motorists go—as comfortably, as quickly and far more economically.

**Saxonette**—(*noun, feminine*)—(1) A female Saxoneer; (2) a woman who has learned by experience how easy and safe it is to handle the lightweight, simply-operated, reliable Saxon car.

*Example*—Saxonettes are the envy of their sisters, who have to use street cars or wait for husband or brother to drive.

**Saxonize**—(*verb, active*)—(1) To equip with Saxons; (2) to increase efficiency; (3) to double the value of time; (4) to make two salesmen grow where one grew before; (5) to cut down expense accounts; (6) to reach new territory.

*Example*—To Saxonize your sales force means more calls, more orders, less wasted time, less expense. Also—to Saxonize yourself is a good business investment.

**Saxon**—(*noun*)—(1) A motor-driven vehicle of pleasing lines, ample power and generous size, good enough for the millionaire but low priced enough for the clerk.

(2) A new standard of motor car values.

(3) A car that removed the last objection to motoring—the price reason.

*Example*—Saxons are of two kinds: (1) The Saxon roadster, for two passengers, \$395; (2) the Saxon "Six," a big, roomy, five-passenger touring car completely equipped, \$785.

Now that you know the meaning of these words, why not try to use them? The Saxon dealer will help you make them a part of your own vocabulary. "Saxon Days" sent on request. Address Department 22

(58)

## Saxon Motor Company, Detroit



## LET MR. PUNCH INTRODUCE YOU



**T**HROUGH "PUNCH" you may secure an introduction to the best British society, to the most exclusive British clientèle, to a class of British customers quick to appreciate quality, and no less willing than able to pay for it.

If you seek customers for any high-class product in Great Britain "PUNCH" offers an incomparable medium for your appeal.

Its public is precisely the British public whose custom you should court. Introduced by "PUNCH" you are certain of a hearing, for admittance to its advertising columns is virtually a testimonial to your integrity.

At present advertising in "PUNCH" carries with it a 50 per cent. bonus. That is, the "PUNCH" advertising rate is based, as it has been for some years, on a guaranteed Net Sale of 100,000 copies per week, although the Net Sale has been fully half as much again for some time.

If you are interested in the British market remember that this is bargain year for advertisers in "PUNCH," and if you wish any further information write to me to-day for it.

**ROY V. SOMERVILLE**  
Advertisement Manager, "Punch"  
10 Bouverie Street  
London, E.C. England

"Second—When given as they should be, with cash purchases alone, they put a business on a cash basis as far as is desirable. The manufacturer and the jobber both give cash discounts, bigger discounts than the cost of the trading-stamp. Certainly their cost is justified on this ground alone, for the retailer will find it, if anything, still more profitable for him to give a cash discount.

"Third—Trading-stamps properly used are an aid in 'trading up,' as against the greatest evil of retail merchandising—constantly advertising reduced prices, thus teaching women to buy only the reduced-priced articles to-day, waiting as far as possible for the reductions of other days or at other stores for the rest of her needs. And this condition merchants too often meet by buying goods that *look* higher value than they really are, advertising their *seeming* value coupled with an alleged reduction that is all or more than all the goods are really worth.

"The economic fact on which coupons are based is 'repeat sales are the profit-makers.' Too many sales plans seem to cover only the making of new customers, leaving it mostly to the quality of the goods themselves to keep the repeat sales coming. That may be all right where goods are decidedly different from any competitive article—clearly of a quality or with characteristics that cannot be matched. But how many such articles are there? Precious few, for most of us are selling articles of some sort for which there is a settled use. There is more than one firm supplying goods for that use and competition is sufficiently keen to keep the leaders pretty close together in their product.

"And on convenience articles, particularly, it is very easy for the dealer to say, 'Sorry, I am out of Smith's Soap. Jones' is the line we carry in that class and you'll find it quite up to the other.' Switching, private-brand competition, lower quality, big dealer-profit competition—these are the things that steal away from you a large portion of the repeat sales



to the consumers you have won, these are the things that keep your sales cost on a higher level than it should be.

"Strongly worded warnings to consumers, anti-substitution campaigns of various kinds for branding dealers as dishonest or cheats if they venture to sell a consumer any brand save the first she happens to mention—these things do little good. And you can catch more flies with molasses than you can with vinegar, anyway.

"The coupon is the molasses that was worked out by those first manufacturers as a way to get as nearly as possible 100 per cent of the repeat sales on their goods. And it works. History of its use proves that. It is a clearly apparent extra value that the consumer sees and values, making her careful to insist on the coupon-bearing brand as against any similar goods—just so long as she is satisfied that the coupon brand is at least equal to the other in quality.

#### DISTINCTION BETWEEN COUPONS AND OTHER ADVERTISING

"Thus we see coupons are a *business-holding* or rather a *customer-holding* device, not a *customer-getting* device. So they can never displace *customer-getting* methods, particularly newspaper or magazine advertising, for these are the most efficient of all *customer-getting* devices, and such advertising is, therefore, strikingly promoted and made more profitable by coupons, since coupons assure the repeat sales, cut out the loss through substitution and allied leaks and make the advertising much more resultful.

"Nor can the printed advertising be used merely for an introductory period, then dropped while coupons alone are retained. The intrinsic qualities of the goods must be kept before the consumer, the coupons kept back in their proper place as a little added value. Otherwise the consumer gets too much coupon-impression, becomes hazy in her knowledge of the quality-value of the article and changes to any competitive article sold on a quality basis. This

# Street & Finney

## NEW YORK

#### LESEM BACH

AN acute sense of the dry goods merchant's point of view toward advertised products, gained by intimate experience in the retail field, has helped us to secure immediate results for minimum expenditures.



also is not theory, but fact based on experience.

"The coupon must be simply an added value and must clearly maintain its position in that light.

"Finally, the coupon can never be presented as a something-for-nothing proposition. Anything of this sort is sure to result in a loss of efficiency. Every successful user of coupons realizes this.

"A pretty good-sized business had been secured on a plug tobacco. It became perhaps the earliest user of a coupon device—it redeemed the tin tag put on each piece. Sampling and canvassing were the consumer-getting devices; the tag with its premium value the consumer-holding device. That brand has become the second largest tobacco product in poundage in the world—very close, indeed, in size to the largest brand in the world, which is also a plug tobacco, which tried sampling and canvassing alone and which took almost twice as many years to build.

"There are many other examples in many other fields, all proving that coupons are a sales producer, even though they are simply a customer-holding and not a customer-getting device. When newspapers and magazines are used as customer-holding devices, as with Fatima cigarettes or Velvet tobacco, the value of the coupon as a customer-holder is multiplied many times because it has more customers on whom to act."

#### THE OTHER SIDE OF THE ARGUMENT

Mr. Ditchett said in part:

"From the very beginning the *Dry Goods Economist* recognized the inherent weakness in the trading-stamp proposition and consistently declined to accept trading-stamp advertising.

"Need I remind you of the fact that of the big stores in this city which more or less recently have gone out of existence in their competition with wiser, more progressive concerns the great majority gave trading-stamps? You remember how the J. L. Kesner Company succeeded Ehrich Brothers and failed. Trading-stamps! You remember Mr. Siegel's 14th

Street Store with its blue stamps; you remember the O'Neill-Adams Company with its brown stamps, and I do not have to tell you of the J. B. Greenhut Company with its green stamps.

"These are not all. There is the Matthews store in Brooklyn, which has come to grief a second time. And there is another store in Brooklyn which some time ago went under process of reorganization. Both of these gave stamps. Nor have the brown trading-stamps, transferred from the O'Neill-Adams Company to the Simpson-Crawford Store proved a life-saver. That store, as you know, is now liquidating. Evidently the trading-stamp won't serve as a crutch, whatever it may do as a cane.

"Another point for the manufacturer to consider as he thinks about putting in premium coupons: He knows what he is called upon to pay for the service, but does he know what the other fellow is paying?

"It pays the trading-stamp company to get a big concern on its list as an object-lesson to smaller merchants. Such bell-wethers it can afford to take on easy terms. They will lead into the fold sheep with thick fleeces and juicy legs of mutton.

"No doubt you are familiar with the announcement recently given out by that great house, Marshall Field & Company, Chicago, that 'our retail and wholesale business will not carry any merchandise that would involve us in the distribution of coupons.'

"As a result of this announcement Marshall Field & Company have received numerous letters from retailers decrying the practice of giving premium coupons, mileage coupons and, in fact, all manner of premium and trading stamps.

"These are but a few of the retailers who have expressed their disapproval for business reasons not only of trading-stamps, but also of manufacturers' coupons. Retailers' organizations have also taken action.

"Have the premium-coupon companies noticed this action?

## 1915 Stories

## Story No. 6

## How Long Will It Last?

This is a question frequently asked in regard to the European War, and this principally because merchants and manufacturers have their eyes fixed on Europe's war center.

This war is upsetting things in a business sense, and every upheaval should make it wonderfully better from a business point of view for "MADE IN AMERICA" goods.

Opportunity should not be thrown away.

There never was such an opportunity and never will be again, for hundreds of millions of dollars' worth of business, and we are just shouting.

### Stop Shouting and Boost!

**BOOST** everything. **BOOST** the goods now made or to be made by the United States. **BOOST** other businesses as well as your own. This is your one chance. Get into harness.

You will be a long time dead. Show that you are *alive NOW*, and help us **BOOST** the Printing Business. Come across with your order **NOW**. Do not wait till the opportunity is gone.

*We have the Type*

*We have the Presses*

*We have the Bindery*

*We have the Foundry*

*We have 400,000 dollars' worth*

*We have the Mailing Facilities*

*We have the Talent*

And what we want is orders.

*Come Across—Boost!*

**CHARLES FRANCIS PRESS**

30-32 West 13th Street

New York

## 6 Days From New York

there is a big-prosperous territory—The Great Pacific Northwest. Those advertisers who have bridged the distance have found a wonderful market—needing only proper development to produce steady and increasing sales. In these days of intense selling methods such a field cannot be neglected without the loss of business to be had for little more than the asking.

## THE SEATTLE TIMES

is the one medium necessary to cover The Pacific Northwest. It is supreme from editorial and news standpoints, and through these is constantly increasing its lead in circulation. Both local and national advertisers have found the combination a result-bringer, and any manufacturer who is not pushing sales in the Northwest will do well to seriously consider this territory and THE SEATTLE TIMES.

**Times Printing Company**  
**Seattle, Washington**

**THE S. C. BECKWITH**  
**SPECIAL AGENCY**

**Sole Foreign Representatives**

**New York Kansas City Chicago**

They appear to have. They have threatened with proceedings, under the Sherman anti-trust law, associations of merchants which have adopted resolutions condemning premium certificates, even when the resolutions make no reference to any particular brand of coupons. After consulting a very high legal authority we can assert that no association need be afraid of the result of such court proceedings, if taken. On the other hand, in bringing such proceedings a coupon concern might find itself treading on very dangerous ground.

"Now, why do the retailers condemn the use of premium coupons?

"First, because of their experience with trading-stamps, either directly or through observing their competitors.

"Second, because they recognize the analogy between trading-stamps and manufacturers' premium coupons.

"Third, because they feel that the use of premium coupons is an attack on the retailers' independence; a reaching out and going over his head to his, the retailer's, own customers. They view it as a selfish attempt on the part of the manufacturer to divert the demand in his line solely to his brand and thus limit the retailer's function to handing out only what he is asked for.

### UNFAIR METHODS

"In addition to the retailer's opposition to the scheme the manufacturer should also consider the possible effect of coupons on the price of his own product. No doubt you are all well aware that a consumer can purchase all the coupons he wants. There are parties, or concerns, that make a business of buying and selling them. Coupons can be bought at \$1.10 a hundred—or they could up to very recently. At that price you get 250 certificates, or coupons, for \$2.75, and for these 250 certificates you get a Gillette razor. That means you pay \$2.75 for an article regularly sold at \$5.

"The Schulte Cigar Stores last week were selling the Gillette for

\$2.95, but the coupon-buyer gets it for twenty cents less than even this terrifically cut figure.

"Again, President suspenders, which retail at fifty cents, can be had for twenty-five certificates, twenty-seven and one-half cents; a trade-marked cravat, retailing at fifty cents, can also be had for twenty-seven and one-half cents; a nail-brush, which ordinarily sells for \$1, can be obtained for fifty certificates, costing fifty-five cents.

"Fine competition for the manufacturers of safety-razors, suspenders, ties and nail-brushes! To say nothing of the manufacturers whose goods are thus cut in price! These, however, are only a few of the examples that could be cited."

In rebuttal, Mr. Hoge said in part:

"Mr. Ditchett brought up the old argument that, if all the merchants in the town adopt a coupon, it is no longer a benefit to any one of them. That implies that all of them will use it with equal skill. What about the other phases of their selling effort which each store uses and yet uses with different results? Why not argue that, when newspapers are used by all, they no longer are a benefit to any one of the stores?"

"Moreover, this charge would apply to only the first of the three benefits to be derived from trading-stamps—that of attracting customers and holding them loyal to the store. The other two benefits would obtain no matter if all the stores in town where using stamps and using them with equal skill, and the stamps were of equal value—a consideration which is often lost sight of.

"Kesner, Siegel, 14th Street, Greenhut, Matthews—you mention all these stores and say they all used trading-stamps and they all got into business difficulties—hence trading-stamps are bad. Let's take it from another angle. Each one of these stores had a delivery system—each one of these stores got into business difficulties—hence their failure was due to having a delivery system! Now, that is ridiculous, isn't it? But that is just as reasonable as the contention Mr. Ditchett has made.

## Only BOOK of its kind in the world

is "WHAT'S WHAT in Canadian Advertising"—published absolutely independent of any publication or agency—a *necessary* book to all who buy any advertising in Canada—the most complete data book of the sort ever compiled. Last year's edition was

### Bought by 1,000 Advertisers

and agencies. The 1915 edition is just out with new rates, circulation figures, etc., of every worthwhile publication in Canada—and over 200 pages of latest statistics and significant data about U. S.'s biggest customer—100,000 answers to your questions about Canada. A little book with a big value to anyone who sells anything to Canadians (or wants to). 334 pages, leather-bound, pocket-size, price, \$2.00

### Get it Now

Send money-order for \$2.00 and a copy of "WHAT'S WHAT in Canadian Advertising" will be sent you postpaid immediately. Money back if not satisfied. Descriptive circular with specimen pages free on request. Address W. A. Lydiatt, Publisher, 53 Yonge St., Toronto, Ont.

## If you have anything to Sell Advertisers in Canada

Send \$3.00 for a copy of "WHO'S WHO in Canadian Advertising," a complete list of general advertisers in Canada (2,000 of 'em), with information as to articles advertised, mediums used, advertising manager and agency handling account. No such complete and valuable list can be secured elsewhere at any price. Corrected to May 1st, 1915. Names and addresses alone would cost \$10.00 from any addressing company (if they had them). Leather-bound, pocket-size. Limited edition. Order now. Address W. A. LYDIATT, Publisher, 53 Yonge St., TORONTO, Canada.



## Reflects The Faith of 22,500 Readers

Faith induced by the success of equipment purchased through its columns. The appeal of its advertisers, carrying with it the element of trust, does not "fall on deaf ears." The circulation of *Practical Engineer* is the "straight-route" to the purchaser. Many rely upon it almost entirely in the selection of their power plant equipment. Let us send you our circulation map showing the number of copies mailed to each state, rate card, and other interesting information.

**TECHNICAL  
PUBLISHING  
COMPANY**

537 So. Dearborn St.  
Chicago, Ill.

"I am surprised that the editor of a trade paper of the *Economist's* standing, knowing the changed real-estate conditions that caused the failure of these Sixth Avenue firms, should deliberately go out of his way to ascribe their troubles to trading-stamps.

"Let's be fair about this thing and see what coupons did for these stores at a time when they had a fair share—at a time when real-estate conditions were favorable instead of adverse. Siegel-Cooper Company came here from Chicago, put up a big store and attempted to get established. There was a good deal of prejudice, they had a long, hard fight to make, and lost a lot of money right along. Then they put in trading-stamps and *within thirty days* their business was changed from a losing venture to a profitable one.

STORES OPPOSING COUPONS FAVOR  
PRIVATE BRANDS

"There's just one point I left open to Mr. Ditchett and he took it up, and it is the basis of the whole opposition to coupons. They make it difficult, almost impossible, for stores to switch customers from the trade-marked, coupon-bearing goods to their private brands.

"Marshall Field, Macy, Wanamaker—these stores are all known as avowed enemies of trade-marked advertised merchandise and they refuse to handle such goods just as long as they possibly can. Of course, they don't want coupon-bearing goods; they can't switch their customers to their private brands.

"Gentlemen, let me tell you, coupons are the greatest friends trade-marked advertised merchandise ever had, and you need to support them to the limit."

A lively discussion followed, which brought out the facts that the use of trading-stamps is not confined to popular-priced stores, but that some very high-class stores use them, and that the collection of premium coupons is not confined to the people of small means, but has been adopted also by people of ample resources.

The annual report of Treasurer



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David D. Lee showed the club's indebtedness to have been reduced more than \$1,000 during the year.

President Tipper reported the educational work of the club to be proceeding satisfactorily. There would have to be a reconstruction of the work of the Vigilance Committee, which was hampered by lack of funds for investigation.

In the election of officers for the ensuing year Harry Tipper, advertising manager of the Texas Company, was re-elected president of the club and these other officers and directors chosen: Vice-president, O. C. Harn, National Lead Company, New York; secretary, Fred A. Dibble, Harris-Dibble Company; treasurer, David D. Lee, Lee & Williamson; directors, Dave E. Bloch, P. S. Marcellus, W. S. Yerkes, Harry D. Robbins, Luther D. Fernald, John Sullivan and F. Huber Hoge.

### A Sales Argument to the Big Buyer

Those who read the article, "Advertising Builds Quickly. Big Sales of 'Ready-Cut Houses,'" in the April 29 issue of *PRINTERS' INK* will be interested in an advertisement of the International Mill & Timber Company in *Coal Age* for May 1.

In this copy the company makes a strong selling talk to mine owners to buy "International houses *en masse*." The argument runs as follows:

"Mine owners and operators in all parts of the country are putting up homes which they rent to workmen.

"The dividend thus derived is twofold.

"First—the rental returns pay a good profit upon the money invested.

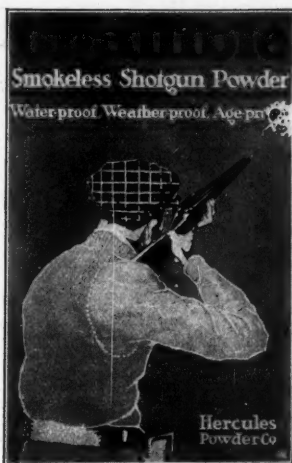
"Second—a marked increase in the efficiency of each workman. This added efficiency is translated into lessened cost of production which shows up at the end of each season in *tangible extra dividends*.

"The workman who has a cheerful home to go to naturally becomes a man of family. He is steady, sober and industrious. He has more to live for than the aimless fellow who spends his evenings at the corner saloon and pool hall; who knows 'home' as a bleak, bare hovel—a place to go to only when every other place is closed up.

"The workman who has a *real* home is worth two of the roaming, reckless, irresponsible type.

"All of which points to the importance of looking into the *home lives* of workmen—seeing that home cheer and home comfort are within their reach.

"Why not put up a number of workmen's homes **THIS** season? Surprising how inexpensive it can be done—and how *quickly*."



### EASY TO SEE HARD TO FORGET

The broad flat color treatment of Modern Designing is accepted by both Artists and Advertisers, as the best medium

for

POSTERS, HANGERS, SHOW CARDS, CAR CARDS, WINDOW DISPLAYS, and PACKAGES—Direct Advertising that must be effective from a moderate distance.

This treatment gives unusual opportunity for originality in idea and striking color, and demands very careful reproduction of the artist's original.

Lithographing and Printing that retains every quality of the original design, is the kind of work we do. We will be glad to discuss good work with you—without obligation on your part.

Write us you are interested.

**The MUNRO and HARFORD CO.**

Lithographers & Color Printers  
416-422 WEST 33d STREET  
NEW YORK



# PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS  
Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING COMPANY  
Publishers.

OFFICE: 12 WEST 31ST STREET, NEW YORK CITY. Telephone 1030-1-2-3 Madison Square. President and Secretary, J. I. ROMER Vice-President and Treasurer, R. W. LAWRENCE. General Manager, J. M. HOPKINS. The address of the company is the address of the officers.

New England Office: 1 Beacon Street, Boston, JULIUS MATTHEWS, Manager.

Atlanta Office: Candler Bldg., GEO. M. KOHN, Manager.

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JOHN IRVING ROMER, Editor.

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NEW YORK, MAY 20, 1915

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## A Good Time to Promote Harmony

It is somewhat disconcerting, to one who has at heart the welfare of the business community in general and the advertising industry in particular, to go over the news columns of the past two or three months and note how many different groups of interests and individuals are seemingly bent upon "taking a fall" out of other members of the business community. It may be instructive, perhaps, to set down in black and white some of these controversial issues which, taken in the aggregate, it seems to PRINTERS' INK, are exercising a sinister influence on the industry we are all interested in promoting. Consider for a moment:

- The Agency-relation Dispute.
- The Fight on Premiums.
- The Price-maintenance Embroglio.
- The Circulation-audit Disagreement.
- The Sherman Law Prosecutions.
- Fights Between Competitive Mediums.
- Petty Trade Jealousies.

This is not an exhaustive list by any means, but is sufficient to indicate how contrary winds are preventing our ship from making real progress. The ship itself is all right. Business has shown, in

the face of staggering, world-wide conditions, a tendency to recover itself and make fair sail.

To speak in perfectly plain and unequivocal terms, we are spending too much energy fighting among ourselves. If business were on an even keel in a calm sea, it might be all very well to take up and settle minor differences; but our present position among the reefs and shoals and cross-currents requires the full crew to navigate the ship. This is hardly the appropriate moment to swing belaying-pins in an argument as to whether the capstan should have a green stripe or a blue band, or whether the decks should be scrubbed twice instead of once a day. Those questions can wait for favorable winds and deep water.

There is every indication of prosperity ahead of us. We have the promise of the greatest crops on record—greater, even, than the bumper crop of 1914. Business has shown almost marvelous powers of recuperation from the panicky days of last Fall. The barometer of trade had been pretty steadily rising—but it would be even steadier and would rise faster if we might have a measure of co-operation among those who are now working at cross purposes. Let them forget their differences, and unite for the common end of putting general business conditions where they belong. We are well aware that there are many complex problems which must be solved, many desirable reforms which cry out for accomplishment; but there come times when zeal must wait upon expediency, and this is one of them.

We suggest that the Associated Advertising Clubs of the World, at the forthcoming Chicago convention, call a twelve months' truce among the warring factions, of the advertising world at least. There are great and pressing problems before the business men of the country—problems which must be answered *now*. These questions cannot wait for happier times, but our local and sectional and factional hostilities can readily enough be laid aside for a year.

At the end of that time, conditions in the world at large as well as in our own country may be such that the cudgels may be taken up again—if, indeed, the squabble seems worth continuing after a year of thinking of more important things.

We do not suggest that any man should give up his honest convictions, nor that competitors should cease to compete. But it is possible to maintain one's convictions without going to the mat with every person who disagrees with them, and competition may be extremely vigorous without being bitter, and without giving outsiders the impression that the whole trade is demoralized. Just now is the time when it will help business vastly merely to stop hindering it. PRINTERS' INK recommends that a constructive rather than a destructive phase be put upon all activities in the advertising industry from now forward. Will the advertising industry, through the Associated Clubs, set the example for the rest of the business world?

### ***Tying Together Diversified Products***

The late Charles Frohman, whose career came to so untimely an end when the *Lusitania* sank, was extremely modest when it came to exploitation of his personality. According to David Belasco, Mr. Frohman never appeared before the curtain at any of his "first nights," and seldom would consent even to be photographed. Nevertheless the Frohman name possessed a tremendous good-will value, and the inconspicuous line "Charles Frohman presents—" on a billboard or a theatre programme became virtually a trade-mark for a certain standard of dramatic production.

In a published interview, Mr. Belasco tells how he tried, at the first performance of their recent joint production of "A Celebrated Case," to persuade Mr. Frohman to take the curtain call with him. Argument was useless, and Mr. Belasco went on alone.

"I told the audience," says Mr.

Belasco, "that Mr. Frohman was off stage, but that I could not possibly make him go on. The ovation was tremendous.

"They applauded a good deal harder for not seeing me than if they had," he smiled again when I returned to him. "I am perfectly satisfied."

Mr. Frohman's personality was expressed through his productions. He bound together a vast number of different plays, by different authors and different actors, under the common mark of origin: "Charles Frohman presents—" That mark of origin became a sign of quality, quite apart from personality. The same principle which gives standing to a diversified line of purely commercial products under a common trade-mark applies to dramatic productions. It can be applied widely, to a great number of other things. What publisher, for example, will be the first to apply it to a line of books?

### ***The Vital Importance of Market Knowledge***

Current gossip in Wall Street has it that the American Locomotive Company is booking "war orders" for shrapnel and gun casings right and left—enough to keep its plants busy for months to come. The same authorities declare that the Baldwin Locomotive Company, on the other hand, is steadily refusing all such orders, though only a small percentage of its plant is in operation. The Baldwin management, it is said, looks for a large increase in the buying of railroad equipment by Fall, and intends to be in a position to take care of it.

If the reports are true, we have here a marked divergence of policy. Events will prove which course is right; it is useless for outsiders to make predictions. But it is worth pointing out that the controlling factor is the regular market, which no concern can afford to sacrifice for the sake of temporary profits. The manager who *knows* his market conditions, and can accurately forecast the needs of his trade, can seize opportunities for immedi-

ate profit which his less market-wise competitor must forego. That is one of the reasons why selling knowledge is so indispensable a part of the equipment of a competent executive.

**Stopping the Waste in Training New Men** A few years ago the National Cash Register Company declared that it cost \$500 every time one of its salesmen left the organization; that sum representing the amount of the company's investment in each man by way of preliminary training, etc. In *PRINTERS' INK* for April 22 Andrew Carnegie was quoted to the effect that the cost of breaking in salesmen varied from \$300 to \$1,500. The man who leaves any organization takes with him a certain amount of specialized knowledge which represents an investment of time and money on the part of the company. The latter must now proceed to make a similar investment on behalf of his successor.

There is considerable advantage in being able, not only to keep the organization intact, but also to draw the candidates for higher positions from the organization itself, instead of going outside for them. That is as true with regard to the advertising department as it is in the sales force. The advertising manager who can find his assistants ready equipped with a knowledge of the goods and the market will accomplish better results in the long run than if he is compelled to draft them from other fields or even from competitors.

With the idea of stopping up this source of waste effort, the General Chemical Company, of New York, is recruiting the sales force for its newly organized Food Department from those who have advertising ambitions. It will make its sales force a training school, not merely for the higher positions in the sales department, but for the advertising department as well.

"We have often been solicited," says Frederick W. Nash, manager of the Food Department, "by young advertising men desirous of

positions in our sales and advertising department, and, when it was found necessary to decline their applications because of their lack of real merchandising experience, they have often asked how they are going to get a start in this genuine merchandising work, in order that they may have the proper foundation for advertising management and achievement. Our answer to them has usually been: 'Go out and sell goods, either across the counter or on the road to the dealer, or both, until you have an adequate knowledge of merchandising problems on which to base advertising copy, plans or management.'

"These young men have usually stated they would be glad of an opportunity to sell an advertised line with a successful organization, but that it was just as difficult to get into the right kind of a sales organization as to get into the right advertising position."

In building his sales force from such material, Mr. Nash believes that he is doing a service to the men themselves, as well as to the company. At least he will not be obliged to train his future assistants from the ground up.

### Undertakes Big Contract

The first advertisement in the campaign in St. Louis on "Every Day Milk" made by the John Wildt Evaporated Milk Company, New York, was a talk directed to the grocers of the city. It notified them that newspaper readers would be on the lookout for a free trial coupon to be published in the newspapers. The grocers were urged to have a good stock of the milk on hand ready to exchange for the free coupons when brought to the store.

"Tell your trade to bring the coupons to your store," read the copy, "and receive the milk in exchange. Tell your order clerk to advise customers to cut out the coupons and exchange them for Every Day Milk. Post a sign in your store, 'Every Day Milk Coupons Accepted Here.' It will pay you to advertise in the newspapers."

"We are going to put a free trial can of Every Day Milk in every home in the country, but we want you to make your regular profit on every can."

"These coupons are just the same as money. Each coupon represents the full retail price of a can of Every Day Milk. We will redeem them for you in cash for their full face value."

"There are no strings to this offer. We redeem the coupons in cash—cash only."

# When this book helps N. C. R. executives—and other big men—to solve their problems—

—surely it will help  
you to solve yours!

When John H. Patterson writes: "We have ordered ten copies for distribution amongst our heads"—

When Norval A. Hawkins, Sales Mgr. of the Ford Motor Car Co., says: "This book, in my opinion, could be read with profit even by a lot of big, successful men"—

When George W. Coleman, Adv. Mgr., McElwain & Sons; when Harry Tipper, Adv. Mgr., The Texas Co.; when S. P. Alden, The Churchill & Alden Co.; when Melville W. Mix, Pres. The Dodge Mfg. Co.; when Herbert N. Casson; Dr. Katherine M. H. Blackford; and scores of others on the firing line of business unite in saying that this book has helped them in finding the solutions to their problems—surely

## "Getting the Most Out of Business"

By E. St. Elmo Lewis

### What Are Your Problems?

- Do you have men working under you? See Chapter VIII.
  - Are you a factory executive? See Part XI.
  - Do you have the selection of persons for certain positions? See Chapters I and VII.
  - Are you a retail merchant? See Chapter XII.
  - Are you an advertiser, or have you charge of advertising? See pages 135 to 275.
  - Is it your task to train and discipline employees? See Parts V and VI.
  - Are you a sales manager or salesman? See Part VIII.
  - Would a real knowledge of scientific management help you? See Part XXVI.
  - Is your personal efficiency high—do you "get through" work? See pages 89 to 121.
  - Are you a leader, the man who must put the steam, the energy, the enthusiasm into an organization? Many chapters deal especially with this problem.
  - Do you have problems of Labor—Tariff—Politics—Advertising—Selling—Merchandising—Distribution—Trade-Marks—Retailing—Wholesaling—Manufacturing—Wages?
- If so, you'll find material help in this masterpiece of business thinking.

will help YOU find the solutions to *your* perplexing questions!—surely your business insight will be intensified, your grasp tightened, your view broadened, your conception deepened, your wits sharpened, by a study of a book that has made even the veterans of business turn to it for guidance.

Remember, this great work of E. St. Elmo Lewis is a study of business—not its mechanical forms and details, but its essence—its big right-or-wrong decisions, which mean success or failure. It is a close, analytical study of the why's of business practice. Nothing is done in business without a reason, often deeply hidden. Cultivate the ability to perceive these reasons, and you will unconsciously find yourself making the quick, accurate, successful decisions that you so admire in big business men.

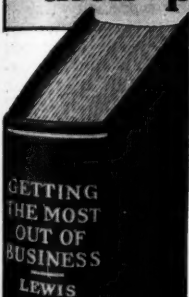
### Examine It Without Risk!

"Getting the Most Out of Business" is a big book, 12 parts, 38 chapters, 483 pages; handsomely printed on antique paper, finely bound in cloth. The price is \$2. Pin your check or money order to this page, write your name on the margin and mail. The book will go to you post haste. Then—if you are not satisfied wholly, your money will go back to you without quibble or argument. You run no risk. Order now. Complete descriptive circular sent upon request.

THE RONALD PRESS CO.

24 Vesey Street

New York



# Publishers' Advertising as an Aid in Book-selling

By Henry P. Dowst

General Manager, Small, Maynard & Company, Boston, Mass.

**I**F a man spent fifteen or twenty years in the manufacture of rubber boots or ginger beer or celluloid collars, and then got up in a meeting of men of his own craft, and said he knew little or nothing about his business, he would run the risk of being thought either a liar or a crazy man.

If a man really did know a lot on the subject—I mean actually *know*, just as an engineer knows the results of his computations, or a baker knows what proportion of yeast will raise a given volume of dough—he could get so rich that John D. Rockefeller and George M. Cohan rolled into one would look by comparison like members of the I. W. W. during a strike.

Now what is this "publicity" we hear talked of so much, and upon which we spend so many hopeful dollars? And why is it that at any gathering of business men this poor old threadbare subject is trotted out, made to jump through a hoop, sit up and beg, and then worried to a frazzle, like an antediluvian cow doing duty in a Mexican bull-ring?

In my humble opinion publicity is just notoriety of some kind—notoriety that causes somebody to talk about something. Publicity as an effective agency in book-selling—mark the "effective"—is, then, the kind of notoriety which makes people talk a lot about your book to the end that a certain proportion of the talkers will go and buy it.

You have two elements of success—a good thing and a great volume of publicity. And, incidentally, please note that this publicity has cost the promoter hardly a penny. Therein lay its effectiveness, for the public is

not always shrewd enough to discriminate between real news and clever press work, but the nearer to real news "publicity" is made to appear the better.

The volume of publicity that is given a book which becomes the subject of widespread discussion is something which cannot invariably be determined or controlled. You remember "The Simple Life," by Charles Wagner, which Colonel Roosevelt, during his presidency, endorsed so heartily. The wave of demand which swept the country was not determined or controlled by the publisher of the book. He could foster it a little, but not much.

Now suppose I were to publish a book to-morrow and get Colonel Roosevelt or President Wilson to endorse it. Would it sell as a result of such endorsement? I don't know, and you don't know; but my guess is that the value of the endorsement would depend upon its spontaneity. And my guess is that the value of President Roosevelt's endorsement of "The Simple Life" was determined by an extraordinary combination of circumstances which does not obtain to-day; for you must remember that in those days Colonel Roosevelt came nearer to being the idol of the people of this country than any man of our generation ever has come or ever will come.

So, then, it is perhaps a logical conclusion that sudden waves of notoriety which are turned to commercial advantage in our business are likely to be fortuitous rather than concerted. It may be then in exceptional cases such waves may be stimulated deliberately. The traditional snowball, which, when started to roll down hill by a thoughtless boy, gathers momentum and bulk as it goes until it finally crushes everything in its path, is almost as

Address delivered before the American Booksellers' Association in New York, on May 11.

mythical as the sea-serpent. It's much more likely to get stuck before it has rolled three feet.

It may be said that, week in and week out, few businesses receive a greater volume of free publicity than that of the publisher. Commercialized baseball is the shining example of a business advertised almost entirely by notoriety. The automobile makers used to get a lot of "free readers," but they have always had to buy display advertising too, or be pointedly ignored in the reading columns.

#### FAVORABLE REVIEW CAN'T BE BOUGHT

Books, however, are apparently thought by magazine and newspaper editors to occupy a higher plane than other merchandise. Attempts to commercialize book reviews have not been successful. Happily, you can't buy a favorable book review in any reputable newspaper, either for cash or as an advertising perquisite.

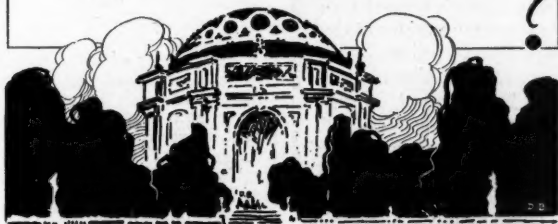
The publisher who says to the newspaper advertising man, "You roasted my book; so I shall not buy space with you," accomplishes nothing. The advertising man laughs, and goes his way. The publisher's next book will be roasted or praised, according to the sweet will of the reviewer, without reference to the advertising columns.

This is as it should be, because the newspaper whose book-reviews were governed by the advertising of the publishers would mighty soon lose the confidence of its readers, and such a newspaper would be of no value, either as an advertising or literary medium.

Well, then, what kind of publicity does the book-publisher determine or control since he can seldom initiate or influence these fortuitous waves of notoriety, and can by no means dictate the expression of the reviewers?

The publisher determines the volume and kind of his paid-for display advertising, and controls

Are you reaching, through  
your poster - the thousands  
of tourists who are now  
passing through the Northwest,  
enroute to the two great Expositions ?



## Foster & Kleiser

SEATTLE  
TACOMA

PORTLAND  
BELLINGHAM



## **FUTURE** Sales Managers Advertising Men

Great manufacturer beginning national organization to sell grocery trade on new plan has unusual openings for ambitious young salesmen who can fulfill requirements of—

• Good health and appearance, reliability, and demonstrated ability in present employment.

Acceptable applicants will be paid fair salaries and afforded business training rarely obtainable, with opportunities for rapid advancement.

Merchandising experience obtained in this way is the best foundation for advertising success.

Apply by letter in own handwriting. State age, education, home address, languages spoken, all experience, and salary required first six months.

Interviews arranged only with applicants whose letters interest.

**Manager Food Department**  
17th Floor, 25 Broad St., New York

## **Advertising or Sales Promotion Position Wanted**

Four years with two large, well-known advertising agencies, copy and business management departments, followed by one year as Sales Promotion Department Manager for a client of last agency through their recommendation. Single, 27 years old. Eastern manufacturer preferred. Can assume duties immediately or September 1st. Write fully, addressing "M. E. M.," Box 285, care of Printers' Ink.

the copy that appears in the space he buys. The magazine and newspaper people put no restrictions upon the book-publishers in the matter of claims of excellence for books in paid-for spaces. Sometimes I think a publisher is like a noisy boy, who wants to shout and hammer a drum, but whom his parents and neighbors manage to quell to a tolerable degree of restraint. Now suppose that boy found that for a few cents he could gain admission into a great, big room, where he could just holler his head off, thump his drum or blow a horn to his heart's content. And suppose he found that great big room half full of other little boys just as intent on making a big noise as he was, and he could add his din to their tumult and just naturally float off into a kind of noise heaven on a great pandemonium of magnificent sound.

Wouldn't that kid be happy!

Sometimes when I look over the advertising pages of the magazines or the trade papers, and read the announcements that we book-publishers pay for, I feel as if we were like the little boys in the big room, each one trying to make more noise than all the others.

### THE POTENTIAL BUYER OF BOOKS

Going uptown the other morning with a publisher friend of mine in one of the early elevated trains that carries the multitude of the city's workers to their places of employment, my friend suddenly asked me:

"How many of these people are possible customers of yours?" And I realized that out of several hundred passengers on that train there wasn't one certain customer for the book-publisher.

If you would take the hundred million-and-odd inhabitants of this country and divide them and subdivide them and resubdivide them, by this process of elimination you would find out why the book business is represented by so few stores in comparison with the groceries and the drug stores and the hardware stores. You get rid of the illiterates and the



foreign-speaking portion of our people and the proportion who are insufficiently educated to demand books. You eliminate the very old and the very young and the very poor and those in isolated communities—a tremendous number. And when you have boiled the population down to its small proportion of probable book-buyers you have reached the frontiers of definite figuring. Then you reach the speculative point where you ask:

"How many of the possible or potential book-buyers of this country are spending from ten cents to a dollar a week for moving pictures?"

#### WHY ADVERTISE?

Right at this point you will begin to wonder just what is left of the public for the book-publisher to influence by display advertising. Indeed, you will begin to wonder why book-publishers advertise at all.

We advertise with at least two objects in view. Of these, the first is to influence that portion of the public which constitutes our probable market; and I have only shown you the very darkest side of the picture to emphasize something which you already knew—the extreme caution with which it is necessary that we spend our money.

Sometimes it may appear to you that a publisher doesn't advertise at all some book which you feel would very well stand a lot of publicity. The reason is that the advertising may have escaped you. The publisher believes in the highly specialized medium which reaches a concentrated audience. To illustrate: We published this spring a little fifty-cent book called "Consumption," by Dr. Hawes. The only people who can possibly be interested in that book are doctors, nurses, students of the great problem of the "white plague" and the patients themselves.

Mediums of concentrated circulation are not known at all to the general public. The general mediums merely dabble in a casual or occasional way with these sub-

The ranks of the advertisers who don't believe in class magazines are rapidly thinning. If you have carefully refrained from using

## PHYSICAL CULTURE

because it is a class magazine, perhaps you have made a mistake. Circulation, comprising, in its entirety, people who realize the necessity of catering to their health and physical well-being, is built on the strongest possible foundation.

New York Office: 1 Madison Avenue  
O. J. ELDER, Manager

Chicago Office: Peoples Gas Building  
W. J. MACDONALD, Manager

We are members of the  
Audit Bureau of Circulations

## WANTED

Young man to take charge of advertising copy department on a daily newspaper in a town of 400,000 inhabitants in the Middle Atlantic States. Must be able to originate and write good strong advertisements. State salary expected. All communications treated confidentially.

Address "E. G.,"  
Box 284, PRINTERS' INK.

## I Want A Man Who Can Write

I want a writer who can hold down the job of Associate Editor of the most successful House Publication in the motor-car industry.

If you have originality and a keen appreciation of news value prove it to me with something you have written.

Don't waste my time or your own unless your copy has Punch and Human Interest.

Address, Ad Man, 154 Fort St. West, Detroit, Michigan.

### PORTO RICO and LATIN-AMERICA MAILING LISTS

A TRADE DISCOVERY!!! It pays to use them freely. Here is what one of our customers says: "Mailed fifty letters to Porto Rico and got 45 replies, of which 37 resulted in sales. Mailed one hundred same letters to prospects here in the U.S. and received about 13 replies and No sale!!! You have a TRADE DISCOVERY, indeed."

Ask for particulars and our list containing hundreds of different classifications of Porto Rico and Latin-American mailing lists. Specify your wants, please.

#### THE MAIL ORDER CO.

Box 148 L5 San German, Porto Rico  
Reference: Bank de Economias,  
San German.

**THE PROGRESSIVE  
FARMER**  
**170,000**  
Circulation With Dealer  
Influence.

"No Fakes for Man or Beast or Fowl"

Raleigh, N. C., Birmingham, Ala.  
Memphis, Tenn. Dallas, Tex.

jects. But the specialized medium pounds away exclusively and untiringly on one subject—it is a text-book, a work of reference, a necessary element. The publisher may properly consider his book well advertised, therefore, when he uses the specialized medium to reach the definite market for a given book, even though such advertising is never seen by the general public at all.

The publisher's advertising manager finds it necessary to assume a decidedly negative attitude toward every advertising proposition. The advertising solicitor is a smooth and persuasive salesman. The advertiser will be swept off his feet unless he sets his face resolutely against every presentation. And then, when every possible argument which he can bring up against using a given medium has been upset, when he is convinced in spite of himself, he will still be on the safe side to postpone a favorable decision. An advertising list built up by such painstaking selection ought to be a pretty good one, even if it consists of but one publication.

When it comes to the selection of mediums, therefore, the publisher's advertising man is up against a delicate problem. He wants to satisfy the trade; he must reach the right market; he must spend his money with an economy that demands real stinginess; and yet he must avoid being called stingy by the bookseller.

#### WINNING THE DEALER BY PUBLISHER'S ADVERTISING

And this brings me to the second object of the publisher's advertising.

It is indeed true that the publisher is very sensitive about what the dealer thinks of him. And he wants both dealers and authors to consider him a good advertiser—or, from the point of view of the author, sales promoter. The temptation is always to use "big copy"—to "do stunts." Therein lies the fascination of publishing fiction. All publishers want you bookmen to feel that they are alive, full of enterprise and originality and vigor. We want you to believe

that we intend honestly and earnestly to get behind each of our books and make it sell as well as its inherent possibilities of sale warrant. Every advertisement in a magazine or newspaper is an appeal, not alone to the reading public to buy the book advertised, but to the bookdealer to try his best to sell it. And this we do know—if we advertise in your local paper, *you* will see our announcement, whether anyone else in the city sees it or not.

#### REASONS WHY FICTION MAY BE GOING BACK

They tell me that fiction is languishing. There are three explanations for this. The first of these is, perhaps, the fiction itself. The second is the universality of the moving picture. The third is the lack of a distinct field.

You don't know who is going to buy a novel. I think you will agree with me that the big successes in fiction—like "Laddie" and "David Harum" and "The Inside of the Cup"—are to be credited to that great mass of readers who do not ordinarily buy novels. When you depend on the habitual novel-reader for your market, you are acknowledging a restricted market. Nobody knows who buys the great bulk of a success like "The Rosary"; certainly not the so-called "sophisticated" reader, because there aren't enough of him.

But the book with the inherent vitality to find its own market is the book with a perfectly definite public of its own. When a publisher brings out what he is certain is a perfectly authoritative, intelligible and readable book on—say—the subject of landscape gardening he need hardly worry about its sale, because he knows with reasonable accuracy what the demand for such a book is, what class of people will be interested in it, and, also with reasonable accuracy, the suitable and economical channels for its introduction.

No, indeed, it isn't the loud noise that counts for most in the long run in the publishing business.

## A \$100,000 INVESTMENT

will be made in straw and Panama hats during the course of the next few weeks by the 98,425 daily readers of the *Il Progresso Italo Americano*.

This paper is the one and only New York City Italian Member of the A.B.C.

These people are constantly in the market for thousands of dollars worth of necessities and luxuries.

They are influenced by *Il Progresso*, because it is written in their mother tongue, and the editorial policy is right. They understand and believe in the paper.

You, too, should talk in the tongue they like when selling by the printed word.

We can help you.

**IL PROGRESSO ITALO AMERICANO**  
42 Elm Street New York City

## MEDICAL COUNCIL

### Most Widely Circulated

#### Medical Monthly —

*Medical Council* is a power with the medical profession—because of this particular quality—

The plain, practical, solid helpfulness of its reading matter in the physician's every day work.

Medical Council's readers are uniformly the busiest, most prosperous "family physicians"—leaders in their communities.

Average circulation each issue  
1914—28,000 copies; January  
1915 issue—31,500 copies; sworn  
statement on request.



Only honest advertising of high character accepted.

Ask your Agent or write us at

420 Walnut St., Philadelphia.

# The Little Schoolmaster's Classroom

A FEW years back it was the favorite mode to speak of a man as a "live wire"; nowadays it is rather the fashion to say that "he has the punch." The metaphor is slightly changed, but the meaning is the same. Where he formerly "shocked" the public into buying his goods, he now "delivers a knockout"—and presumably runs away with the order while the prospect is recovering consciousness. The Schoolmaster ran across a newspaper ad the other day which is headed, in bold Caslon, "A Damned Good Car." The man who wrote that headline undoubtedly possessed the punch and also the courage of his convictions that punch is the one needful quality of advertising copy; but one may doubt whether its effect upon the puncheon—the dear public—was quite all that could be desired.

\* \* \*

It reminds the Schoolmaster of another favorite pastime—now fortunately on the wane—of telling one's customers, through the house-organ, what a stern and unmitigated tyrant the boss is. The Schoolmaster has read many a panegyric about the president or general manager who lets the lightning flash from his cold, blue eyes, while he pounds the table and insults everybody within sound of his voice. Most people, however, prefer to do business with a gentleman, and the apotheosis of the tyrant boss gradually lost its charm. In most instances it was a rank libel, anyway. The Schoolmaster knows the founder and head of a certain large concern, who is the mildest-spoken man imaginable, with all the instincts of a gentleman inside the office and out of it. Yet the man-eating ogre of the fairy tale had nothing on him when it came to a character sketch in the house-organ for dealers. He got hold of the proof before publication and killed the feature. They say, moreover, that the agency copy

writer who hatched up the libel lost his job, and the agency nearly lost the account.

\* \* \*

Indeed the Schoolmaster has noticed many times, in the course of a checkered career, that there are better ways of getting people's attention than by shocking them or attempting to send the cold chills traveling up and down their spinal columns. The basis of any successful business is good will, and good will isn't commonly promoted by knocking a man down and sitting on him. There's no objection to "punch" in the sense of delivering one's message forcefully and with sincerity, but it isn't necessary to sacrifice one's manners and good breeding in order to get it.

\* \* \*

"PRINTERS' INK, the most widely circulated journal devoted to advertising interests in this country"—thus the Schoolmaster reads in "The Show Windows of an Advertising Agency," just published by N. W. Ayer & Son. Who was it said that advertising men were given to over-statement? The agency would have been within the facts had it said "the most widely circulated journal devoted to advertising interests *in the world.*" The Schoolmaster is more or less familiar with advertising journals printed in foreign countries (and there are some excellent ones in English, French, German, Spanish and Italian), but he doesn't know of any which claims a wider circulation than PRINTERS' INK. Perhaps, however, the publishers of the "American Newspaper Directory" meant to say that the advertising interests to which PRINTERS' INK is devoted are "in this country." In that case, the Schoolmaster's insatiable pride will be appeased.

\* \* \*

If the Schoolmaster were ever compelled to formulate the elements of successful advertising (which heaven forbid) he

guesses he would head the list with Persistency,—or Continuity, if you like the term better. It is this quality of keeping everlastingly at it which sticks out above everything else in this new Ayer book. For here are brought together in handsome cloth binding seventy-one ads that have appeared on the front page of PRINTERS' INK for seventy-one weeks, each helping to drive home a certain distinct message. One or two of the ads alone would not have amounted to much. But taken together they have the force of the bundle of sticks which Mr. Æsop told about many hundred years ago. The boy had no trouble in breaking each stick separately, but tied in a bundle they resisted his greatest effort. The trouble with a considerable percentage of agencies and publishers, notes the Schoolmaster, is that they do not honestly believe that the persistent and continuous expenditure of their own money will build for

them the good will, the desirability of which they are always pointing out to their customers. And so it is of some gratification to the Schoolmaster to have S. Wilbur Corman, general manager of N. W. Ayer & Son, write him, "As I go over this country and meet advertisers in all lines and have them say to me that they have been greatly impressed by our advertisements on the front page of PRINTERS' INK, and that they feel respect for the house that advertises itself in such a manner, I know that the expenditure in this direction is justified." Without intending to knock the copy in the individual ads, the Schoolmaster ventures the opinion that the single greatest element of strength in these seventy-one ads is the fact that it is a *series* of ads and that it hammered along on a single point for a year and a half without let, hindrance or interruption. Æsop's fable is once more proved sound doctrine.

## The Youth's Companion

Every copy is a gathering point for  
a well-to-do, large-buying family



## The Only Investment

that NEVER reduces interest rates or DEFAULTS on dividends.

**LIFE ANNUITIES**—Contracts issued ALL ages pay from 6% age 42 to 13% age 70. No medical examination.

**LIFE INSURANCE.** In 1914 I reduced annual premiums for two clients on policies taken 1913, for one 21%, for another 40%, giving superior contracts in each case.

**J. A. STEELE, 170 Broadway, NEW YORK**

The German Weekly of National Circulation

## Lincoln Freie Presse

LINCOLN, NEB.

Circulation 133,992. Rate 35c.

**\$2 A MONTH FREE TRIAL**

Late Style Viablos. Every modern convenience. Back Spacer—Tabulator—Two Color Ribbon—Automatic Ribbon Reverse, etc. **Bargain Prices.** Perfect machines with complete equipment and every extra. **Guaranteed for life.** Free circular describes special **FIVE DAYS' TRIAL OFFER.** Address  
**H. A. SMITH, 833—231 N. 5th Ave., Chicago, Ill.**



## SAVE MONEY

ON YOUR  
Advertising Frames

Our Specialty  
Frames for  
Lithograph Advertisements,  
Window Cards, etc.  
Samples and Prices  
on Request

**Binder Frame Mfg. Co.**  
169-173 No. Ann Street  
CHICAGO ILL.

It has been said at divers times and by various people, but the Schoolmaster is going to again remark that too few writers of advertising realize the strong human interest that can be put into commercial messages. If anything has appeared lately that is stronger in human interest than the series of advertisements offering the sets of O. Henry's books, the Schoolmaster has missed it. The current advertisement has the illustration of a girl in a bare room, seated before a typewriting machine, her face buried in her hands. The opening paragraph of the advertisement is:

"Imagine a dreary furnished-room—a discouraged girl writing bills-of-fare to earn her meals. In a golden glow she saw the dandelions of last summer and the young farmer whom she had lost. No wonder she made the error, but it was a glorious error—it brought Walter to her again—and happiness. How? Ask—"

The headline of the advertisement is "The Error that Saved the Day," and right by the typewriting machine is a copy of the bill-of-fare showing the line, "Dearest Walter with Hard Boiled Eggs." The advertisement has the real gripping quality of a story. The Schoolmaster regards it as a masterpiece.

## Auto Ad Man Resigns

Burton Parker has resigned as advertising manager of the Lewis Spring & Axle Company, manufacturer of the Hollier "8," Jackson, Michigan.

## WANTED

**E**STABLISHED mail order or correspondence school business which is paying expenses.

—or any business which can be carried on in small town.

Would also consider good publishing, manufacturing or sales proposition.

Part or whole interest.

Address, "PRINCIPAL,"  
Box 282, care Printers' Ink.



## Classified Advertisements

Classified advertisements in "PRINTERS' INK" cost forty cents a line for each insertion. No order for one time insertion accepted for less than two dollars. Cash must accompany order. Forms close 10 a. m. Monday preceding date of issue.

### ADVERTISING AGENTS

**ALBERT FRANK & COMPANY**  
ADVERTISING  
26 Beaver Street, New York  
Chicago Philadelphia Boston

### ADVERTISING MEDIA

**PACIFIC COAST FARMERS** of Oregon, Washington, Idaho and California can best be reached thru the old reliable **NORTHWEST PACIFIC FARMER**, of Portland, Oregon—Weekly, 45 years.

### ADVERTISING SERVICE

**DIRECT ADVERTISERS—**  
**McCONNELL SERVICE** puts an advertising man to work for you at less than you'd pay an office boy. You should know about it. Complete campaign prepared—Letters, Literature and Ad Copy. Thoro analysis of your markets with detailed constructive outline of your methods and selling plan. Write, **McCONNELL SERVICE**, Inter-Southern Bldg., Louisville, Ky.

### ARTISTS

#### Use BRADLEY CUTS

To brighten text of your advertising and House Organs. Send 25 cents (credited on first order) for our latest catalogue showing 750 designs and trade ticklers. Will Bradley's Art Service  
131 East 23rd St. New York



**PAUL BROWN**  
134 W. 106 ST.  
N.Y.C. COMMERCIAL  
PHONE 6120 ARTIST  
RIVERSIDE.



### BILLPOSTING

**10¢ a Sheet Posts R.I.**  
PANELLED WALLS BOARDS LETTER GUARANTEED SHORING  
ADDRESS LAFAYETTE BUILDING, PROVIDENCE, R. I.  
**Standish-Barnes Co.**

### FOR SALE

**Book Bindery** for sale cheap, owner left town. Stock, fixtures and good will complete. For particulars address **P. H. Keller**, care of Bank of Saginaw, Saginaw, Mich.

**FOR SALE—**At an exceptional bargain, slightly used high-speed thirty-two page cylinder Duplex printing press, in perfect condition. Owners having consolidated and using larger press. Write for price and particulars. **A. McNeil, Jr.**, Post Publishing Co., Bridgeport, Conn.

### GOSS PRESS FOR SALE

16-page single-plate Junior Straightline rotary, used eleven months only, in perfect condition, complete with stereotype outfit and new Simplex Motor drive. Will be sacrificed to quick buyer. Easy terms if desired. **ITALIAN JOURNAL**, 226 Lafayette St., N. Y. C.

### HELP WANTED

Assistant to Advertising and Sales Manager, capable of taking charge of routine work of advertising department. Prefer Agency man experienced in space buying. Knowledge of mechanical end of advertising and ability to handle correspondence required. **VICK CHEMICAL COMPANY**, Greensboro, N. C.

**SALESMEN.** Live, ambitious men with specialty experience can add \$50.00 weekly to their income by representing old established house manufacturing a high grade specialty. Excellent side line, big commissions and attractive future. Must possess strong and convincing personality, able to furnish highest credentials. Box 898, care of **PRINTERS' INK**.

### MULTIGRAPHING

**ELITE LETTER CO.**, Producers of **PERFECT** facsimile Letters; addressing by hand, mailing. 41 West 33rd St.



**POSITIONS WANTED**

Advertising man, 5 years' newspaper training; 3 years' agency and national advertising, desires change. Now Assistant Advertising Manager in the office of large National Advertiser. Box 897, P. I.

Graduate of advertising in state university, 4 years' study, 8 years' experience, designs and writes copy, booklets, trade investigations, publicity work. Wants work with agency or take charge of large store or manufactory advertising. Newspaper experience. 24, Box 899, P. I.

**WORSE THAN TIGHT SHOES**

I'm pinched and cramped in my present position. I want to connect with a manufacturer who will give me free rein as adman. I want him to say, "Here's your appropriation. It's up to you." And while I'm "making good" I'm to draw \$35 a week. For confidential details address Box 901, care of **PRINTERS' INK.**

## WANTED: A Bigger Job

Executive who has traveled the highways and byways of

**Advertising:**

Copy, layouts, cataloging—

**Merchandising:**

Sales plans, sales appeals—

**Salesmanship:**

Youth, enthusiasm, personality—

Seeks a larger opportunity as manager of advertising or sales. Address him at Box 896, care of **PRINTERS' INK.**

**PRESS CLIPPINGS**

**ROMEIKE'S PRESS CLIPPING BUREAU**, 106-110 Seventh Avenue, New York City, sends newspaper clippings on any subject in which you may be interested. Most reliable Bureau. Write for circular and terms.

**PUBLISHING BUSINESS OPPORTUNITIES**

**WHAT OFFER** for successful, rapidly growing New York trade weekly with national circulation? Shows over \$1000 net profit monthly now; present owner will accept part cash and retain interest or will retire as desired; splendid opportunity for progressive hustler. Address **ACTIVE**, Box 900, care of **Printers' Ink.**

One-half interest in a trade publishing business valued at \$65,000 can be bought by the right man. The ability to manage the office, as well as to solicit advertising is necessary. **Harris-Dibble Company**, 171 Madison Ave., N. Y.

Will purchase or supply additional capital for trade paper circulating to general storekeepers and other merchants in small towns.

Address, Box 895, care of **Printers' Ink.**

**STANDARD BOOKLETS**


Highly Specialized ability to write and design and facility to print small and large editions of booklets, standardized  $3\frac{1}{2} \times 6$ , in 8, 16 and 32 pages, with covers. Ten standard styles. Our original methods cut cost and save you money; our "copy" sells your goods. We will design and print 1,000 for \$17.75; 5,000 for \$42.75. Samples if requested on your letter head. **THE DANDO CO.**, 26-32 So. 3rd St., Philadelphia, Pa.

**WANT-AD MEDIUMS**

New Haven, Conn., Register. Lead's want ad. med. of State. 1c. a wd. Av. '14, 19,414.

The Portland, Me., Even's Express and Sun. Telegram carry more want ads than all other Portland papers combined. 1c. a wd., 7 times 4c.

The Baltimore, Md., News carries more advertising than any other Baltimore daily. It is the recognized Adv. Med. of Baltimore.

 The Minneapolis, Minn., Tribune, Daily and Sun., is the leading want ad medium of the great N. W., carrying more paid want ads than any other daily newspaper in the Twin Cities. Printed in '14, 116,791 more individual Want Ads than its nearest competitor. Rates: 1½c. a word, cash with order; or 12 cents a line, where charged. All advertising in the daily appears in both the morning and evening editions for the one charge.

The Buffalo, N. Y., Evn's News is the best classified adv. medium in N. Y. State outside N. Y. City. Write for Classified Rates, sworn cir. statement and rate card.

Chester, Pa.—The Times and Republican cover afternoon and morning field, in a community of 120,000 population.

## ROLL OF HONOR

Birmingham, Ala., Ledger, dy. Av. for 1914, 30,849. Best and cleanest advertising medium in Alabama.

New Haven, Conn., Evening Register, dy. av. for '14 (sown) 19,414 dy. 2c.; Sun., 17,158, 5c.

Joliet, Ill., Herald, evening and Sunday morning. Av. year ending Dec. 31, '14, 9,775.

Peoria, Ill., Evening Star. Circulation for 1914, Daily, 21,759; Sunday, 11,469.

Burlington, Ia., Hawk-Eye. Av. 1914, daily, 9,999; Sunday, 11,108. "All paid in advance."

Des Moines, Ia., Register and Leader-Tribune, daily average 1914, 69,501; Sunday, 47,783. Iowa's Supreme Want Ad Medium. Send for town by town and zone circulation booklet.

Louisville, Ky., Courier-Journal. Average 1914, daily, 32,595.

New Orleans, La., Item, net daily average for 1914, 56,960.

Bangor, Me., Commercial. Average for 1914, daily 11,753.

Portland, Me., Evening Express. Net av. for 1914, dy. 20,944. Sun. Telegram, 14,130.

Baltimore, Md., News, dy. News Publishing Company. Average 1914, Sunday 61,947; daily, 80,176. For April, 1915, 81,409 daily; 67,935 Sunday.

The absolute correctness of the latest circulation rating accorded the News is guaranteed by the Printers' Ink Publishing Company, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

Boston, Mass., Ev'g Transcript (©©) Boston's tea table paper. Largest amount of eve. adv't'g.

Salem, Mass., Evening News. Actual daily average for 1914, 20,021.

Worcester, Mass., Gazette, eve. Av. Jan. to Dec., '14, 24,626. The "Home" paper. Largest evening circulation.

Minneapolis, Minn., Farm, Stock & Home, semi-monthly. Average first 3 months 1915, 124,666. Actual average for 1914, 115,291.

The absolute accuracy of Farm, Stock & Home's circulation rating is guaranteed by the Printers' Ink Publishing Co. Circulation is practically confined to the farmers of Minnesota, the Dakotas, Montana, West'n Wisconsin and N'th'n Iowa. Use it to reach this section most profitably.

Minneapolis, Minn., Tribune, W. J. Murphy, publisher. Established 1867. Oldest Minneapolis daily. Average net paid circulation for 1914, daily Tribune, 109,957; Sunday Tribune 155,144.

St. Louis, Mo., National Farmer and Stock Grower. Actual average for 1914, 128,373.

Camden, N. J., Daily Courier. Daily average circulation for 1914, 11,014.

Buffalo, N. Y., Courier, morn. Av. 1914, Sunday, 99,241; dy. 67,100; Enquirer, ev., 47,566.

Schenectady, N. Y., Gazette, daily. A. N. Ilecty. Actual average for 1914, 23,017. Benjamin & Kentnor, 225 Fifth Ave., New York; People's Gas Building, Chicago.

Cleveland, O., Plain Dealer. Est. 1841. Actual av. for 1914, dy. 124,913; Sun., 155,342. For April, 1915, 131,939 daily; Sun., 169,511.

Washington, Pa., Reporter and Observer, circulation average 1913, 13,575.

West Chester, Pa., Local News, dy. W. H. Hodgson. Aver. for 1914, 12,505. In its 43rd year. Independent. Has Chester Co. and vicinity for its field. Devoted to home news, hence is a home paper. Chester Co. second in State in agricultural wealth.



Erie, Pa., Times, dy. Aver. circulation, '14, 23,270; 23,563 av., April, '15. A larger guaranteed paid circulation than all other Erie papers combined. E. Katz, Special Agt., N. Y.



Wilkes-Barre, Pa., Times-Leader, eve. ex. Sun. Av. net dy. circulation for 1914, 19,959.

York, Pa. Dispatch and Daily. Average for 1914, 20,322. Covers its territory.

Chester, Pa.—Times, dy. av. '14, 9,161; Morning Republican, dy. av. Apr.-Sept., '14, 4,326.

Providence, R. I., Daily Journal. Av. net paid for 1914, 20,553. (©©) Sun., 33,018. (©©) The Evening Bulletin, 48,772 av. net paid for '14.

Danville, Va., The Bee (eve.) Average for 1914, 5,799. April, 1915, average, 5,940.

Seattle, Wash., The Seattle Times (©©) is the metropolitan daily of Seattle and the Pacific N. W. It is a gold mark paper of the first degree. Quality and quantity circulation means great productive value to the ady. Av. daily circulation, 1914, 71,858.

Sunday, 90,368. In March, 1914, the Times beat its nearest competitor by 363,524 agate lines.

Tacoma, Wash., Ledger. Average year 1914. Daily 22,286, Sunday 29,107.

Tacoma, Wash., News. Average for year 1914, 22,576.

Janesville, Wis., Gazette. Daily average, 1914, daily 7,129. April, 1915, average, 7,579.

Racine, Wis., Journal-News. A. B. C. audit gives biggest circulation.

## GOLD MARK PAPERS

Bakers' Helper (©©) Chicago. Only "Gold Mark" jour. for bakers. Oldest, best known.

Boston, Mass., Ev'ng Transcript (©©) estab. 1830. The only gold mark daily in Boston.

Worcester, Mass., L'Opinion Publique. (©©) Only French daily among 75,000 French pop.

Brooklyn, N. Y., Eagle (©©) is THE advertising medium of Brooklyn.

New York Dry Goods Economist (©©) the recognized authority of the Dry Goods and Department Store trade.

New York Herald (©©) Whoever mentions America's leading newspapers mentions the New York Herald first.

N. Y. Scientific American (©©) has the largest cir. of any tech. paper in the world.

THE PITTSBURG  
(©©) DISPATCH (©©)

The newspaper that judicious advertisers always select first to cover the rich, productive Pittsburgh field. Best two-cent morning paper, assuring a prestige most profitable to advertisers. Largest home delivered cir. in Greater Pittsburgh.

Providence, R. I., Journal (©©) only morning paper among 600,000 people. "The R. I. Bible."

The Memphis, Tenn., Commercial Appeal (©©) is the only paper in the state of Tennessee to have received the Gold Mark Award.

The Commercial Appeal passes both quality and quantity tests. Daily, over 64,000; Sunday, over 98,000; weekly, over 96,000.

The Seattle, Wash., Times (©©) leads all other Seattle and Pacific Northwest papers in influence, circulation, prestige.

The Milwaukee, Wis., Ev'ng Wisconsin (©©) the only Gold Mark daily in Wis. The home paper that deserves first consideration when advertising appropriations are being made.

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## ADVERTISING RATES—Display

\$120 double page, \$60 a page, \$30 half page, \$15 quarter page  
Smaller space, 35c per agate line—Minimum, one inch

### PREFERRED POSITIONS

Front Cover.....	\$125	Page 5.....	\$100
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# Sixth Place

In one line of advertising The Chicago Tribune occupied *sixth place* in 1914 among the seven Chicago newspapers. We frankly admit it.

Send for Analysis of Chicago Newspaper Advertising for 1914, which shows on Page 12 the standing of each Chicago paper in the classification in which The Tribune ranks *sixth*.

## The Chicago Tribune

The World's Greatest Newspaper  
(Trade Mark Registered)

Member Audit Bureau of Circulations

Eastern Advertising Office: 251 Fifth Avenue, New York City  
Pacific Coast Advertising Office: 742 Market Street, San Francisco